

# SHOPTALKER

for

Parker Pen  
Employees

5 January 1982

Issue 1089

It was announced this week that the board of directors has elected JAMES R. PETERSON, former executive vice president and director of R. J. Reynolds Industries, Inc., as the new President and Chief Executive Officer and a new Director of The Parker Pen Company. He succeeds GEORGE PARKER, who will retain his post as Chairman of the Board. Mr.

Peterson had been associated with R. J. Reynolds for the past five years following a 24-year career with The Pillsbury Company, during which time he rose to the rank of president. R. J. Reynolds Industries is a diversified international corporation with major interests in tobacco, processed foods, containerized ocean shipping, energy and packaging. Mr. Peterson is also a member of the board of directors of Avon Products, Inc.,

Dun & Bradstreet Corporation and Waste Management, Inc., Oak Brook, Ill. He is a regent of St. Olaf College. He served Pillsbury as president from 1973 to 1976, and, as executive vice president of R. J. Reynolds, recent responsibilities included management of the merger of Del Monte with RJR Foods.



James R. Peterson

Commenting today on Mr. Peterson's selection, Mr. Parker said: "Jim Peterson's strong general management background as well as his consumer products marketing skills fit well with Parker's objectives in its writing instrument and temporary help businesses."

Parker Pen ranked 58th on a recently published DUN'S BUSINESS MONTH listing of the top 380 "dividend achievers" for the past 10 years. The study was conducted for Dun's by Moody's Investors Service, and it included a dividend performance review of some 4,000 U.S. companies whose stock is traded on the NY or American Stock Exchanges or over-the-counter. Dun's reported that Parker's 10-year dividend growth rate was 21.2 percent. The company's 1971 dividend was 7 cents, against the current dividend of 52 cents. Parker outranked such highly recognized firms as Mobil, Philip Morris, Standard Oil of Indiana and John Deere.

PHYLLIS SAEVRE (Assistant Secretary) has been appointed to the Board of Governors of the Wisconsin Health Care Liability Insurance Plan & Patients Compensation Fund by Gov. Lee S. Dreyfus. She is one of two citizen members of the 11-member panel which administers a program designed to expand protection to health-care providers against excessive medical malpractice claims. Mrs. Saevre will serve a three-year term.

# SHOPTALKER

for  
Parker Pen  
Employees

11 January 1982

Issue 1090

The Company's Writing Instrument Group this week announced a decentralization of the Janesville-based marketing and sales operations. Profit-loss responsibility for the marketing and sale of Parker products in the U.S. will be moved to management of four geographic regions in the country, each being considered a profit center. This will require the relocation of several marketing support personnel in Janesville to new regional headquarters locating in these regions. It was announced that this action -- designed to improve sales penetration in the important U.S. market -- will also result in a reduction in the number of marketing-related posts.

In a related Group action, it was announced that the Janesville offices of the Latin American Area will be relocated in the Miami area in the near future. These combined moves, it was reported, would affect about 25 jobs at the Janesville headquarters and Latin American offices.

ROY SWANSON has been appointed Director, Writing Instrument Group Accounting, reporting to ANGUS WALTON (Vice President, Writing Instrument Group Financial Operations). Mr. Swanson most recently served as U.S. Manufacturing Division Controller and joined Parker Pen in 1977. He was previously associated with Borg Warner Corp., Chicago, as a senior control analyst, and Arthur Andersen & Co., Milwaukee, as a senior staff consultant. He has a bachelor's degree in business administration from Bradley University in Peoria, Ill., and a master's degree in production management from the University of Wisconsin-Milwaukee.

ARROW SUCCESS STORY--MIKE HINDERLIE (Account Manager) recently related a piece of encouraging news from the Twin Cities. St. Paul Book, a major commercial stationer in St. Paul, sold its complete opening order of Arrow ball pens and sets by December 7. The buyer placed an additional order for \$1,700 and, by December 11, was sold out of stock again. St. Paul Book's orders on Arrow merchandise to date total \$9,000 net.

The Wisconsin Educational Television Network (WETN, Madison) has accepted the two-hour, four-part documentary on the history of writing, "Alphabet: The Story of Writing," for broadcast on public television throughout Wisconsin sometime during the Spring/Summer of 1982. The film was produced by Parker Pen International, London, and is currently being distributed throughout the U.S. WETN does programming directly for public broadcasting stations in Green Bay, Wausau, Eau Claire-Menomonie, La Crosse and Park Falls Channel 21, Madison, and Channels 10-36, Milwaukee, have agreed to telecast well. SHOPTALKER will announce when scheduling for broadcast is finalized.

## PEOPLE TALK

DONALD DRAHEIM (Production & Shipping) marked his 25th year of employment on January 7. JACK BIDDICK (Corporate Finance) will also note his 25th employment anniversary on the 16th.

# SHOPTALKER

for  
Parker Pen  
Employees

18 January 1982

Issue 1091

The company last week announced consolidated net sales of \$524.4 million for the first nine months of its current fiscal year ended November 30, 1981. This compared to net sales of \$550.5 million recorded for the same period a year ago, or a decline of 4.7 percent. Net earnings for the nine-month period were \$15.3 million, or \$.90 per share, against \$31.2 million, or \$1.85 per share, for the previous year. For the third quarter, the company reported net earnings of \$5.2 million, or \$.30 per share, on consolidated net sales of \$184.5 million. Consolidated net earnings were \$15.6 million, or \$.93 per share, on consolidated net sales of \$202.9 million for the same period a year ago.

Board Chairman GEORGE PARKER and JAMES R. PETERSON, President and Chief Executive Officer, reported that the results were based on the new accounting regulation for translation of foreign currencies (FASB-52). The officials also noted that sales had been reduced by approximately \$85 million for the first three quarters against the previous year because of the lower value of foreign currencies when converted to dollars. Manpower, Inc., continued to perform well despite depressed economies throughout the world.

JOSEPH R. TEMPLET has joined Parker as National Sales Director, reporting to WILLI SIEBERGER (President, Writing Instrument Group), until PETER KIBBLE assumes leadership of the North American Area on March 1. Mr. Templet was previously employed with Polaroid Corporation since 1973, serving as a marketing representative, West Central regional manager, special markets manager and, most recently, as the company's district sales manager. Prior to Polaroid, he was employed as a sales representative with Procter & Gamble. Mr. Templet graduated with a bachelor's degree in marketing from Kansas State College at Pittsburg, Kan., in 1968.

In a related move, JOHN GEARY has become Director of U.S. Trade Relations reporting to WILLI SIEBERGER. Mr. Geary has served Parker for 27 years as an account manager, district manager, division manager and, most recently, as sales director.

JAMES R. PETERSON (President and CEO) was saluted three times on WTMJ Radio in Milwaukee on Thursday, January 7, for entering the Wisconsin business scene as the chief executive of a leading state-based firm. His welcome from WTMJ also included a floral arrangement that was sent last Tuesday.

## PEOPLE TALK

BETTY CHURCHILL (Public Relations) retired last Friday, January 15, following 22 years of service. Congratulations, Betty!

CHARLES NORRIS, JR. (Parker-Garrick) marks his 30th year of work on the 29th.

# SHOPTALKER

for  
Parker Pen  
Employees

25 January 1982

Issue 1092

JAMES LEIDICH(Executive Vice President) addressed the annual convention of the Wisconsin School Boards Association in Milwaukee last week Friday regarding the Parker-Janesville Foundation sponsorship of a study on the subject of high schools vocational curricula as it relates to tomorrow's jobs. State Superintendent of Schools, Bert Grover, announced at the convention that Parker would participate with the state's Department of Public Instruction by funding the research phase of the project. Supt. Grover said that this was the first instance on record when a private enterprise organization has offered to participate at the state level--beyond an advisory capacity--in a program to assess how high school education can optimally prepare youth for the future world of work.

"The goal of the project" according to Supt. Grover, "is to create a model for secondary schools that will effectively meet the needs of youth, business and industry in the 21st Century." The Janesville Foundation has granted \$30,000 to the Department of Public Instruction for the research phase of the study. Parker officials serving on the project board of advisors include MICHELL FROMSTEIN (President-Manpower), A. P. DIOTTE (Executive Vice President--Administration) and Mr. Leidich.

ROBERT REYNOLDS has been promoted to the position of Production and Inventory Control Manager, reporting to ROY WANDA (Director, Planning & Control). He now assumes overall management responsibility for the production and inventory control function as well as continuing his previous duties as scheduling supervisor.

JANENE DETERS has been hired in the Planning and Control Department as a Production Scheduler, reporting to Mr. Reynolds. She previously worked for Gilman Engineering and Manufacturing in Janesville as a planner and at Dana Corporation in Edgerton as a scheduler. Mrs. Deters graduated with a bachelor's degree in psychology in 1971 from the University of Minnesota.

A. P. DIOTTE introduced the "Story of Writing" film to 70 members of the Janesville Kiwanis Club on January 14. The documentary film is currently being offered to Janesville and Beloit community organizations, clubs, and associations.

DAVID NELSON, CPIM Inventory Analyst in the Planning & Control Department, has completed the requirements of the American Production and Inventory Control Society, thus earning the title of Certified in Production and Inventory Management. Congratulations Dave!

SHOPTALKER invites its readers to contribute news and information. Just send your items of interest to LAUREN SCHULLER, Public Relations.

# SHOPTALKER

for

Parker Pen  
Employees

1 February 1982

1093

STANLEY DOVEY(Vice President-Manufacturing and Product Engineering) has been assigned operational responsibility for worldwide Writing Instrument Group manufacturing operations and product engineering by WILLI SIEBERGER(President, Writing Instrument Group). Now all subsidiary manufacturing operations will report to Mr. Dovey on an operational basis. Previously, his responsibilities focused on European and North American manufacturing and product engineering functions.

JOHN B. (JACK) OTTIKER has been appointed Regional Director, South American Distributor Markets, in addition to his responsibilities as General Manager of Parker Pen Peruana. Mr. Ottiker has headed up the Peruvian operation since 1970.

ANDRE STEINER(VP and Area Manager, Europe-Africa-Middle East) announced last week that, effective April 1, Parker Pen International Management Services, currently located in London, will be transferred to Area headquarters in Zug, Switzerland. The group serves Distributor markets in the Area.

Retail price changes have been announced in two Parker gift pen lines. Prices of the Classic 18K Gold have dropped, reducing the ball pen and mechanical pencil from \$35 to \$25, and the set from \$70 to \$50 at retail. The 25B Matte Black line was increased from \$10 to \$12.50 for the ball pen and mechanical pencil, and from \$20 to \$25 for the set. These changes were put in effect because "we wanted to stimulate sales on the products and to regain support from the catalogue showroom and wholesaler," according to JOHN GEARY(Director of U.S. Trade Relations).

There was no observance of National Handwriting Day this year on John Hancock's birthday, January 23, according to the Writing Instrument Manufacturers Association executive vice president, Frank L. King. Mr. King noted that the objective of the reverse logic was that the non-observance would bring people to pledge to reform immediately. Examples of actions the association recommended to be taken were: Write a letter to your doctor asserting that you owe him money, but make sure that your signature is as illegible as his prescription. Or, scrawl a vitriolic letter to your boss, telling him what you think of him. It will get it off your chest, but keep him off your back. WIMA's annual effort is designed to emphasize that writing instruments are manufactured to be used as "things of beauty instead of instruments of torture."

# SHOPTALKER

for  
Parker Pen  
Employees

8 February 1982

1094

The company will purchase up to one million of its common shares over the next 12 months on the open market, JAMES R. PETERSON(President and Chief Executive Officer) announced last Thursday. The purchased shares will be used for the company's stock option, incentive compensation plans and for other corporate purposes, Peterson said. "The purchases will occur from time to time over the next 12 months on the open market at prevailing market prices or in privately negotiated transactions, with The First Boston Corporation acting as the company's agent," Peterson explained. Parker currently has about 17.2 million shares outstanding.

Patent and Legal, as well as Facilities and Services Departments, moved from the third floor of One Parker Place to the second floor the week of January 18. The move made room for employees from the Personnel Department at Arrow Park, who are tentatively scheduled to move to the third floor of One Parker Place the last week in February. Industrial Relations function will remain at Arrow Park, headed up by RICK EDWARDS(Manager, Industrial Relations).

UPDATE: International Gift Protocol Study -- It is estimated that, to date, more than 325 U.S. daily newspapers have carried news or feature stories covering the Parker-sponsored study on correct international gift exchange protocol. Also, Parker employees in England, France, Germany, Canada, Japan, and Australia have reported seeing Parker gift stories in local newspapers. As a result, of the global publicity, Public Relations in Janesville has received more than 600 orders for the study from individuals and businesses around the world. The more Parker is recognized as the international gift leader, the greater the potential for increased acceptance of Parker gift products in the worldwide market place.

The Janesville Gazette carried an article reviewing Parker's major business news in 1981 in the annual Progress Edition on January 23. A Parker Pen corporate advertisement also appeared in the edition with the headline "Looking Forward in the Eighties." The message read -- "We have a new president, James R. Peterson. A new efficient office facility. A complete new line of writing instruments called the Arrow. And the most experienced pen-making people in the world. Despite the tough current economic conditions, we are ready to go after new opportunities in the 80's."

## PEOPLE TALK

ROBERT A. TIEGS(Foreman, Domestic and IMD Packaging & Shipping) began retirement effective February 1 after 39 years at Parker. Congratulations!

CAROL THOMAS(Product Development) marks her 25th year at Parker on the 11th

# SHOPTALKER

for  
Parker Pen  
Employees

15 February 1982

1095

ARROW LINE sales are doing well in light of a general downward buying trend in the consumer retail market, according to JOHN GEARY(Director of U.S. Trade Relations). The trade classes which have reported successful Arrow sell-through, listed in order of volume leadership, are: stationers, department stores, gift luggage stores, jewelers and pen shops. While the overall Christmas sell-through wasn't exactly what was hoped for, the Arrow line has been established as a major contender for the writing instrument customer's dollar in a number of prestige accounts across the country, among them Harvard Co-Op in Boston(the largest dollar volume student book store in the U.S.), Jordan Marsh in Boston, the May Company in Los Angeles, Macy's in San Francisco, and Marshall Field's in Chicago. The stainless steel with gold trim has been the most popular model in sell-through with the matte black models following a close second.

Business International Money Report magazine's January 8 issue quoted WILLIAM HARRIGAN(Corporate Treasurer) in an article entitled, "Paper Chase Ending: New Directions in Global Cash Management." Parker Pen was cited as one of a growing number of companies using an ACH(Automated Clearing House) in which insurance claims are paid as they are incurred, thus allowing companies to keep and work with their cash for a longer time.

Mr. Harrigan was also quoted regarding the trend of companies using computer terminals in reporting their international cash balances. Computers presently provide cash balance reports more rapidly and frequently to the home office, and are in use at Parker's U.S. operations. "Multi-national cash balance reporting will be increasingly utilized in the future as companies continue expanding internationally," Harrigan noted.

Parker Pen was favorably noted on WTMJ's Channel 4 in Milwaukee on January 15 on the 5 p.m. newscast in reference to Governor Dreyfus' Agritrade Mission to China. Newscaster Melodie Wilson -- who accompanied the mission -- commented that proper gifts were appreciated by the Chinese hosts. Ms. Wilson explained, "Parker Pens, for instance, are appropriate only for fairly high ranking officials -- they're a sign of prestige." WTMJ's station audience is listed as having 454,000 viewers daily.

Although Christmas is long past, it's still interesting to note that President Ronald Reagan gave to 500 of his close friends Parker-Garrick crystal jars filled with jelly beans as holiday presents. The reports state that the presidential seal was on the crystal and the signature "Ronald Reagan" is etched underneath the seal.

## PEOPLE TALK

Three Parker employees will note their 25th year in the next week: EDWARD TRUEBIN(Toolroom) marks his on February 18, LUCILLE HOMAN (Accounting Services) on the 20th, and ROBERT E. COLLINS(General Counsel) on the 21st.

# SHOPTALKER

for  
Parker Pen  
Employees

22 February 1982

1096

Parker Pen was ranked third in a listing of Wisconsin's most profitable corporations in a recent column written by business news editor, Ray Kenney of the Milwaukee Sentinel. Mr. Kenney's analysis was based on the Forbes Magazine's 34th Annual Report on American Industry which measured the profit performance of 1,023 major U.S. business companies with sales exceeding \$400 million. Parker was ranked 109th in profitability among the group based on standards such as return on equity and return on capital(equity + debt) for the past four years and nine months ending November 30, 1981. Wisconsin companies ahead of Parker in profitability were G. Heileman Brewing Co., Inc., LaCrosse which was listed 39th and Snap-on-Tools Corp., Kenosha, rated at 105th.

Parker-Garrick, Inc., in Dallas, will be hosting an Open House on February 23 in connection with Specialty Advertising Association International (SAAI) Annual Convention, which will be held in Dallas the same week. Over 400 guests are expected to attend the Open House, many of whom are distributors and trade representatives. The Open House will feature a tour of the facilities and number of displays representing the etched glass and premium/ad specialty writing instrument operations.

Comedian Rodney Dangerfield has been rehired to do three new spots on network radio for the Pilot Corporation of America, a Japanese company, in which he will tout the company's Razor Point and Fineliner models, \$ .89 and \$ .79, respectively. Mr. Dangerfield successfully promoted the same models on radio and in print last year, according to a recent article in the New York Post. The only previous use of such a "pen pitcher" was by Parker in the '50s when Rudy Vallee was hired to do commercials.

Pilot entered the U.S. Market in 1975 with \$1.2 million in sales, which have since climbed to about \$30 million this year according to TOM JEFFRIS (Director, Competitive Research and Analysis). A \$6 million ad budget last year reflects Pilot's sales growth.

Nearly 4,000 visitors toured Arrow Park during 1981, according to LAUREN SCHULLER (Community Relations Specialist). The peak traffic month for the program was June with 954 guests. Miss Schuller extends a note of thanks and congratulations to the 14 guides who made the year's tour program a noteworthy success.

The Parker Pen Company is an Affirmative Action employer. This means that the Company maintains an active plan to assure minority group members women, the handicapped, veterans, and other protected classes that they will be hired and promoted based on their merits.

# SHOPTALKER

for  
Parker Pen  
Employees

1 March 1982

1097

ROGER E. AXTELL has been elected Corporate Vice President-Public Affairs by the Parker board, reporting to ALFRED P. DIOTTE (Executive Vice President-Administration). Reporting to Mr. Axtell will be EUGENE G. ROHLMAN (Manager, Public Relations), with public affairs and public relations now a corporate staff function. Mr. Axtell joined the company in 1956 and was elected a vice president in 1974. He was Writing Instrument Group Vice President, Latin American Area, from 1978 to 1981, when he left the Group to join the Corporate Staff as Director of Financial Relations. The Writing Instrument Group Legal and Patent Department, headed by HOWARD HERRIOT (Legal Counsel), has also been assigned to the corporate group. Mr. Herriot will report to ROBERT COLLINS (Vice President-General Counsel and Secretary).

Parker Pen won five first place awards for its Arrow advertising and sales promotion efforts at the annual awards ceremony of the Madison Advertising Federation at Madison's Civic Center on February 19. Accepting the awards on behalf of Parker was ED LITTLE (National Marketing Services Manager). The categories in which the Parker creatives earned the number one distinction were: (1) Sales Promotion/Dealer kit; (2) Print Material Catalogs; (3) TV Commercials -- 30 seconds or less; Complete Ad Campaign; and the prestigious "Best of the Show" award for the TV commercial. Judging was conducted by six advertising experts. Stephan and Brady is Parker's U.S. advertising agency.

Superintendent of State Public Education, Herbert J. Grover, has announced the members of the Project Board for the Parker/Department of Public Instruction study on the relevancy of high school curricula to the jobs of tomorrow. The Parker Fund of the Janesville Foundation has granted \$30,000 to the project. That sum will be matched by State funds. Project board members include: Paul E. Hassett, President, Wisconsin Association of Manufacturers and Commerce; B. Dean Bowles, Deputy State Superintendent, Department of Public Instruction; Archie A. Buchmiller, Director of State School Consultation and Audit; Timothy G. Quinn, Superintendent of the Green Bay Public School System; Carmen Stout, President of the Wisconsin Education Association Council; Mitchell S. Fromstein, President of Manpower Inc., and Alfred P. Diotte and James A. Leidich of The Parker Pen Company. Board membership had been recommended by Mr. Grover and George Parker, the company's board chairman.

## PEOPLE TALK

JOHN B. ZEY (Driver/Mechanic) retires March 1 after over 20 years of service. ARLENE V. KING (Payroll Tax Specialist) retires the same day with 18 years.

Marking 40 years at Parker on March 5 is LAWRENCE MC GRANAHAN (Service Department). DOROTHY THOMAS (Record Center) notes her 30th service anniversary on the 3rd.

# SHOPTALKER

for

8 March 1982      Parker Pen  
Employees

1098

A worldwide Writing Instrument Group meeting was held in Zurich, Switzerland, last week, with the agenda including a review of new-product plans and an update on FY83 marketing goals, according to GENE SMITH(Administrative Director). It was the first opportunity for JAMES R. PETERSON(President and Chief Executive Officer) to address top-ranking officials of the Group at a single planning meeting.

The campaign to select the Arrow Park tour team began last week with a message of support for the tour program to managers from WILLI SIEBERGER(President, Writing Instrument Group). Memos explaining the selection process and program requirements to all supervisor and employees will follow. Nomination ballots will be distributed on March 10 to Arrow Park timekeepers and One Parker Place bulletin board operators. Specific information is supplied in the memos.

According to Pen and Ink, the employee newspaper of Parker Pen Ltd., Newhaven, roller ball pen sales topped two million units from the time it was launched last July until Christmas. The launch is considered the most successful ever in the United Kingdom market. The roller ball refill has been introduced to the UK market as part of the Matte Black Arrow, the RB-1, the Ms. Parker, Parker 25 and other lines. The newsletter reported that the sales force and factory were working hard to meet the "staggering demand."

The Open House at Parker-Garrick on Tuesday, February 23, was attended by more than 270 distributors who were in Dallas for the Specialty Advertising Association International Annual Convention. Buses took the groups of visitors to the facilities and from there were escorted on half-hour tours. The tour guides were employees of Garrick's Customer Service Department and from other areas. Overall, the tour "went very well, and was very well received," according to GARY DIETERICHS(District Manager-Midwest).

Parker Canada earned the "Golden Award" for the Best Booth of the Show from among 100 participants in the Specialty Advertising Association of Canada, Inc., Convention held February 15-19 in Quebec.

Parker also hosted a banquet for its top 50 distributors as part of the show. The Arrow line was introduced as the "obvious choice in corporate gifts." The Classic matte black ball pen and pencil set and the RB-1 were also introduced. BILL JUDD(President and General Manager) said that the products were very well received by those who participated.

According to WIMA, industry exports for the calendar year 1981 dropped by 2 percent from \$138,570,000 in 1980 to \$135,837,000 last year, the first decline since 1969. In the meantime, imports showed a sharp 24 percent increase going from a total of \$65,636,000 in 1980 to \$81,695,000 last year, a new all-time high. WIMA attributed this to a number of factors, among them the strengthened dollar and weaker foreign currencies.

# SHOPTALKER

for

Parker Pen  
Employees

15 March 1982

1099

A new three-year contract with Parker Pen was ratified by the members of the United Rubber Workers Local 663 on March 14. President of the group is MILDRED SMITH(Final Assembly). Heading up the management bargaining team was D. BRUCE KERR (Vice President Personnel and Labor Relations).

Parker Pen Canada received favorable press coverage in a full-page feature on the Canadian writing instrument industry in the Feb. 17 issue of The Globe & Mail, Canada's national newspaper. The only industry spokesmen quoted in the Market Place section article were DAVID LINDSAY (Vice President - Marketing) and REX PAYNE (Director of Manufacturing) both of Parker Canada. Featured in photos were the Parker 75 Sterling and the Swinger ball pen. Mr. Lindsay commented on the quality of the Parker ball pen refill, and Mr. Payne offered information on the physics of ball pen ink flow.

To date, the company has received orders at \$5 each for more than 850 copies of the study on international gift-exchange protocol prepared last Fall as a publicity project in support of the Parker brand name. One of the most recent requestors was Catherine C. Murdock, Protocol Officer at the U.S. State Department who says she is the gifts buyer for "the President, Vice President and Secretary of State."

Parker-Garrick has submitted copy and art for a full-page advertisement in the April issue of The Counselor, a trade publication for the ad specialty and premium incentive business, offering the gift guide to all who are interested -- again with a \$5 price tag.

DAVID P. NELSON has been promoted to the position of Inventory Control Section Leader, Arrow Park Planning and Control, reporting to BOB REYNOLDS (Scheduling Supervisor). Mr. Nelson joined Parker in March 1980 as an Inventory Analyst. Prior to that, he was employed at Hough Manufacturing Corp., Janesville, as a stockroom, warehouse and receiving dock supervisor, and Nasco International, Ft. Atkinson, as a materials manager. He graduated with a bachelor's degree in biology and political science from Luther College, Decorah, Iowa, in 1972. Mr. Nelson is certified in Production and Inventory Management.

## PEOPLE TALK

RITA WOOLSEY (Domestic Order Processing) marks her 30-year service anniversary on March 17.

A number of employees are retiring March 1: Both C. DONALD MCCARTHY (Senic Planning: Planning & Control) and GORDON E. BIRD (Account Executive) after over 40 years, LLOYD J. ARBO (Account Manager) after over 30 years and, RAYMOND O. BROSTROM (Account Manager) after 22 years. Congratulations to all!

# SHOPTALKER

for  
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22 March 1982

1100

MANVILLE D. SMITH was appointed President of the Writing Instrument Group on March 16, reporting to JAMES R. PETERSON(Chief Executive Officer and President). Mr. Smith succeeds WILLI F. SIEBERGER who resigned from the position for personal reasons. Having joined Parker in 1981 as Vice President of Strategic Planning, Mr. Smith was previously associated with the 3M Company for 19 years, with experience in both national and international operations in various line and staff positions.

The Company announced last week that it has signed an agreement to sell certain assets of Panoramic Corporation's Sintered Specialties Division to a group of Janesville area investors. The sale is scheduled to take place on March 31. JAMES A. LEIDICH(Executive Vice President) reported that Parker is making the sale because powdered metals fabrication does not fit the two primary businesses of the Company -- temporary help and writing instruments.

A three-year labor contract between the Company and Local 1266 of the International Association of Machinists was ratified by the group's 83 members on March 18. KEN VIETH is the chairman of the union's bargaining committee. BRUCE KERR(VP - Personnel and Industrial Relations) headed up management's bargaining team.

JOSEPH TEMPLET(National Sales Director), JOHN GEARY(Director, U.S. Trade Relations) and URBAN(BUD)CANFIELD represented Parker at the 20th annual National Association of Writing Instrument Distributors(NAWID)convention from Feb. 27 to March 4 in Miami. More than 30 wholesalers attended the meeting, and Mr. Canfield reports that the distributors were "extremely happy" with the wholesale program presented for the new Arrow line. Mr. Templet explained that response from distributors has been positive following discussions that took place during the convention.

The corporate headquarter's office interior was used as a backdrop last week for photography of a number of spring fashion pictures to be used in the Janesville Gazette's Spring Fashion Section this Wednesday, March 24.

"Roller puts Parker write on top" was the headline of a feature story recently appearing in three United Kingdom newspapers. Parker's version of the roller ball was introduced last September and has been termed Parker UK's most successful launch since the operation opened in 1924. In the article, Parker people say that Parker's roller ball is five years ahead of competitors' products and then detailed the reasons why. One such reason cited is that the Newhaven-produced pen uses a controlled flow of ink from reservoir to ball, giving the roller ball a consistent quality of line. Other merits mentioned were Parker's high quality standards and employee pride in the products.

# SHOPTALKER

for  
Parker Pen  
Employees

29 March 1982

1101

The New York Times Business Day section ran an article in their Business People column on Thursday, March 18, reporting MANVILLE SMITH's promotion to the position of President, Writing Instrument Group. Mr. Smith was quoted: "There is the higher-end prestige segment, that goes after a relatively small group of the world population, and the lower end of the business, which is looking more for functionality than symbolism," he said. "We have been very good in the first segment, but we have not done as much as we can in the second." Mr. Smith also said: "Parker will compete in every viable segment of the quality writing instrument business."

"Pen and Man" is the theme of a project that Parker and the Janesville Library are co-sponsoring during the month of April at the Library. Some of the highlights of this community relations-educational event are showings of the "Alphabet" half-hour film at 7:30 p.m. on April 2nd and repeated showings from 1-5 p.m. on the 3rd in the Library's Community Room. In conjunction with this, LLOYD HORNBOSTEL (Director, Advanced Technology) will give a speech titled, "Pens in the Parker Pen History" on April 2nd at 8 p.m. in the Community Room. He will present a narrative of facts and anecdotes in Parker's history and show a slide presentation too. There are free tickets and brochures available from LAUREN SCHULLER (Community Relations Specialist) which are needed to attend Mr. Hornbostel's speech. Another phase of the project are the "Pen and Print" displays which feature two case exhibits: one contains a number of historically representative Parker writing instruments and the other holds a variety of books and manuscripts on calligraphy and penmanship from Parker's Archives. One other aspect of the project is "Penmanship: or the Art of Calligraphy" in which a demonstration of various lettering styles will be performed by local calligraphers on April 3rd from 1-5 p.m.

Eighteen fifth grade students from the Irving School in Joplin, Mo., composed and handwrote personal letters to the Public Relations Department in response to an article which appeared in the Weekly Reader (a primary grades magazine) covering the series of handwriting illegibility surveys conducted by Parker in recent years. One of the surveys asked teachers why emphasis on handwriting education has declined in recent years. Among the students' replies were: "This letter is to show you that somewhere in the United States, they're teaching good handwriting. In Joplin." "I think my penmanship is sensational, outstanding and incredible. But most of all I am good at pen writing." "We just want you to know that we can write pretty when we want to. Bye. Bye."

## PEOPLE TALK

MELVIN MCCANN (Toolroom) marked 40 years at Parker on March 23. FRANCIS A. (BUD) BOWEN (Trade Relations Manager) retires April 1 after over 27 years of work at Parker. Also retiring on the same day is RICHARD H. BREWER (Managing Director, Parker Australia) who has been with the company for over 22 years. Congratulations to all of you.

# SHOPTALKER

for  
Parker Pen  
Employees

5 April 1982

1102

A feature story in the 5 April issue of BUSINESS WEEK, under the heading, "Parker Pen Slips into Financial Services," speculates about the Company's recent acquisition of a New Hampshire bank, a California savings and loan and an Arkansas insurance company -- an investment to date of about \$4 million through Parker's 80-percent owned subsidiary, First Deposit Corporation (FDC), San Francisco. The article's author conjectures that "on the foundation of tiny, but profitable, institutions, Parker hopes to build a national consumer deposit and lending service by direct mail and telephone marketing."

The article says that Andrew Kahr, President of FDC, contends that although "the average saver no longer wants to be locked into a fixed rate of return, he or she is willing to accept less than the top rate of return as a trade-off for vehicles that are convenient, insured and frequently offer tax advantages" and that "home-owners are willing to pay handsomely for a line of credit secured by equity in their homes." The article noted that Parker "is still highly secretive about the first FDC product it intends to unveil by the end of the year."

Fourteen employees were selected as Tour Guides for the 1982-83 Tour Program at the annual competition held at Arrow Park on 30 March 1982. They are: BARBARA BULLIAN (Planning & Control), RHONDA DANIELS (U.S. Export), MARY HENRY (Final Assembly), IRENE MANSON (Gold Nib), JANET O'MORROW (Domestic Order Department), JANINE PETERSON (U.S. Export), CHARLY PHILLIPS (Metals), NANCY SCHILLER (Manufacturing Engineering), MICHELLE SCHULTZ (North America Product Development), JEAN SCHUMACHER (Quality Control), GAIL WECKERLY (Final Assembly) and SUSAN WILLIAMS (Manufacturing Engineering), JUDY INDGJER (Metals), JUNE LOERTSCHER (Final Assembly).

The five judges who participated were: MAUREEN O'DONNELL (Employment Representative), CHARLENE HENTHORNE (Foreman, Metals and Tubbing), PHYLLIS RICE (Production and Shipping), JOHN LIVICK (Quality Control Engineer) and IVARS PETROVSKIS (Director, Quality Manufacturing Services).

GARY DIETERICHS has been named National Sales Manager for Parker-Garrick, reporting to JAMES R. HULL (President). He will be responsible for the firm's specialty advertising, premium and business gift sales programs and field sales force. Mr. Dieterichs joined Parker in 1974 and has been employed in the ad specialty-premium division since. He is a graduate of Mankato State University, Mankato, Minn.

The "Frequent Flyer" Magazine, an in-flight publication, showed the first use of an Arrow product as a prop in an advertisement in their February issue. The Arrow Chrome Fountain Pen was exhibited alongside of the Wall Street Journal and some elegant dining pieces as part of an ad for the Mauni Lani Bay Hotel, termed as one of the world's finest hotels, located in Hawaii.

## PEOPLE TALK

GERRI AMUNDSON (Corporate Administration) marks her 25th service anniversary on 8 April. VERNICE FUNK (Shipping) will note her 40th year of employment on the 10th. KATHLYN J. TIEGS (Final Assembly) retired after 37 years on 1 April.

# SHOP TALKER

for  
Parker Pen  
Employees

April 12, 1982

1103

JAMES R. LEIDICH (Executive Vice President) was quoted by The Wall Street Journal on March 30 in a roundup story covering a forecast of the national economy from the point of view of U.S. businessmen representing companies such as Northwest Industries, General Electric and Trans World Airlines. About the aura of uncertainty facing U.S. business, Mr. Leidich said: "We've had too many apparent upturns that really didn't go anywhere, and the result is that our credibility has been stretched. Both consumers and the business community are reluctant to believe things are getting better in the short term, and that lack of confidence probably means things won't get better."

ANDRE STEINER (Vice President-Europe, Africa, Middle East) recently announced that WIM VAN DEN TOORN has been appointed to the position of General Manager of the newly created Division of Marketing Communications for the Europe/Middle East/Africa Area, working from Area Headquarters in Zug, Switzerland. He holds a degree in business administration from Nijenrode-Breukelen, Holland, and a post-graduate degree in public relations from the University of Utrecht. He was most recently employed with Dow Chemical, Switzerland, as Advertising Manager for Europe/Middle East/Africa and, previous to that, as Regional Communication Manager for the same company in Terneuzen, Holland.

Governor Lee Sherman Dreyfus recently wrote a letter of thanks for the Parker 75 Americana Roller Ball Pen which was presented to him by the Janesville Chamber of Commerce at the Chamber's Annual Dinner on March 24. Parker contributed the writing instrument, along with the solid mahogany chest with a brass nameplate, lock and fittings, which is a reproduction of an 18th century jewelry box. Both pieces were produced by Parker in 1976 in commemoration of the nation's bicentennial.

The Governor wrote, "This pen, which contains a piece of wood from our sacred Independence Hall in Philadelphia, is something I will treasure for the rest of my life. I'm sorry for the pen because I really don't want to use it for that purpose. It is something that I will keep among my treasures and will someday pass on to one of my grandchildren."

The Parker Pen Credit Union's Annual Meeting will be held Saturday, April 17, at the Janesville Elk's Club starting at 7 p.m. The annual election for the Board of Directors will be held at that time. All credit union members are invited to attend.

## PEOPLE TALK

Three employees retired on April 1: ARTHUR A. MARQUARDT (Molding) after 40 years of employment, RICHARD N. SANDS (Toolroom) after 25 years and MILAN C. THOMAS (Toolroom) after 14 years.

# SHOPTALKER

for  
Parker Pen  
Employees

April 19, 1982

1104

The Company announced FY1982 fourth quarter and full year financial report last Thursday. Consolidated net sales (Writing Instruments, Manpower and Other) for the most recent fiscal year were \$679.4 million compared with \$723.3 million for the previous year. Consolidated net earnings for the year were \$15.7 million, or \$.92 per share, compared with \$38.8 million, or \$2.29 per share, for the previous fiscal year. For the fourth quarter, sales were \$155 million compared with \$172.8 million for the year before. Net earnings were down to \$381,000, or \$.02 per share, from the \$7.6 million, or \$.44 per share, reported for the fourth quarter a year earlier.

Parker officials reported that the company's performance for the year was penalized considerably by the strength of the U.S. dollar against the foreign currencies in which we sell writing instruments and offer temporary help services in many other countries around the world. They said that, if constant exchange rates had been in effect during the year, sales would have been \$119 million higher and operating profits \$9.7 million higher. They also noted that fourth quarter consolidated earnings were negatively affected by a \$2.3 million provision for unusual expenses in the Writing Instrument Group. These expenses included the discontinuance of non-profitable operations in Spain and the removal of redundant distribution facilities in France.

Two announcements regarding Field Sales Personnel were recently made by JOSEPH R. TEMPLET (National Sales Director). ED CLARK has been assigned to work closely with key dealers in the Eastern Region developing sales programs that will be instrumental in Parker's success. He will focus on accounts such as J. C. Penney, Zayre, and Best Products to maximize growth opportunities. RON MARCHAND was appointed Eastern Regional Sales Manager reporting to Mr. Templet. He was most recently employed as national sales manager for Warner Lambert in Morris Plains, N.J. Previous to that he was customer service manager for the Mennen Company in Morristown, N.J.

DAVID LINDSAY (Vice President, Marketing Canada) announced some sales department changes that became effective March 1, 1982. JEAN DENIS (Account Manager) and ROSS WILSON (National Accounts Manager) were appointed to the position of Senior Account Manager. CHUCK ROBERTSON (Account Manager) assumed responsibility as a Merchandising Consultant. In a related move, MICHAEL LAFORTUNE (Account Manager) was promoted to National Accounts Manager.

PRESIDENTIAL PENS: Arrow Matte Black Roller Ball Pen and Pencil Sets were selected by the U.S. White House for use as special gifts by President Ronald Reagan, according to JOHN GIBB (Retired Military Sales Manager). The writing instruments feature a customized gold-plated plaque with the presidential seal and signature inscribed on it. A special black gift box for the set was produced by Panoramic with the presidential seal embossed in gold on the cover. A total of 1,000 sets were ordered, and the first 500 were presented to the Eagles, contributors to the Republican party, at a special ceremony in Washington, D.C. The other 500 will be given to distinguished visitors of the White House.

# SHOPTALKER

for  
Parker Pen  
Employees

April 26, 1982

1105

GENE SMITH has been promoted to Director of Marketing Operations for U.S. Retail, effective May 1, reporting to PETER D. KIBBLE (Vice President, North American Area, WIG). Mr. Smith was previously Administrative Director for that group. Prior to that, he was Marketing Administration Manager in the North American Area and held a number of advertising and marketing positions since joining the company in 1968. Mr. Smith graduated with a bachelor's degree in American Studies from the University of Wisconsin-River Falls in 1965. He also did graduate work at the University of Minnesota-Minneapolis.

History of Writing Film Update: According to the Public Relations Department, the half-hour version of the Parker-sponsored film on the evolution of writing and writing instruments, "Alphabet: The Story of Writing," has been viewed by more than 13,000 persons in the U.S. alone since the program was made available in November 1981. The film's distributor reports that demand is currently outpacing supply, with more than 250 bookings arranged through October 1982. Objective of the program is to offer educators and students an informative educational film for classroom use -- and, at the same time, raise awareness and appreciation for the Parker brand name among actual and potential buyers of our products.

Just a reminder that each of the four-parts of the two-hour version of the film will be shown each Wednesday in May on WHA-TV, Channel 21, Madison, beginning at 7:30 p.m. and running for a half-hour each week. The first showing is set for May 5. Also, the full series has been purchased by the Armed Forces Network and will be aired to U.S. Service men and women in 360 locations around the world.

Last week was designated as National Letter Writing Week in recognition of the need to "focus attention on the power of the written word," according to its sponsor, the United States Postal Service. An article in the Chicago Tribune by reporter Jerry Klein pointed out a few examples of extraordinary letters. The longest letter ever written to an editor consisted of 13,000 words. Probably the shortest letter in history was penned by French novelist Victor Hugo who had just written his classic, "Les Miserables" and wanted to know how it was selling, so he wrote his publisher: "?". The reply "!"

Four Parker employees were elected to the Parker Pen Credit Union Board of Directors last Saturday at the annual Credit Union Meeting. The following employees were elected for a three year term: GERRY FISHER (Metals), BRUCE LAUTENSCHLAGER (Director, Facilities and Services), and JERRY BILEK (Administrator-Manufacturing Systems). KAREN FARLEY (Financial Analyst-North American Area Finance) was elected for a two-year term.

## PEOPLE TALK

THEODORE R. KETTLE (Journeyman-Toolmaker) will retire on May 1 after 19 years of service. Congratulations!

# SHOPTALKER



for  
Parker Pen  
Employees

May 3, 1982

1106

D. BRUCE KERR was elected corporate Vice President, Personnel and Industrial Relations, by the company's board of directors at its April 28 meeting in Janesville. Mr. Kerr had previously served as VP of Personnel and Labor Relations for the Writing Instrument Group. He joined the company in 1979 as Manager of Industrial Relations after being employed in a similar capacity at the Sundstrand Corp., Rockford, Ill., and Krack Corp., of Addison, Ill. He is an MBA graduate of Pepperdine University, Malibu, Calif.

The first part of the four-part, Parker-produced series on the history of writing, "Alphabet: The Story of Writing," will be broadcast this Wednesday, May 5, at 7:30 p.m. on WHA-TV, Channel 21, Madison. The half-hour segment will focus on records early man kept by way of etchings in caves, hieroglyphics, the making of papyrus, the cutting of a reed pen and the development of the Greek and Roman alphabets and lettering.

Two appointments became effective on April 1 within the Quality Assurance Department, according to RICHARD WEISGERBER (Director, Quality Assurance/Quality Engineering). The positions of Janesville Service Manager and Corporate Service Manager were combined into one position, which is now managed by RICK HOLZNECHT. ERNEST WOODCOCK has been appointed Manager of the Quality Audit Department. Reporting to him will be Receiving Inspection, the Quality Assurance Gage Lab and the Quality Audit Section.

MITCHELL FROMSTEIN (President-Manpower) was quoted extensively in a management feature article from the April 14 issue of Iron Age, a trade magazine for the metals industry. The article focused on the temporary help business as being an effective and economical labor alternative during unstable economic times. Mr. Fromstein said, "The time that we sense the greatest activity in our industry is the time when economic uncertainty, on the incline side, is the greatest, not when we're at the bottom or top of the economic curve." He also noted that "The early stages of an upturn--when there's lots of business with an element of uncertainty about the future--is when we find the greatest market for our services." Manpower currently has more than 965 temporary help offices in some 30 countries around the world.

An interesting news item from the Torrance, Calif. Breeze newspaper related the story of how the Hillery family from Calabasas have been sending letters in bottles and tossing them over the sides of ships for the last 10 years. Each bottle has a message in four languages - English, French, Spanish and Chinese, and asks the finder to write them telling where the message was found and providing personal information. They have received answers from people all over the world and keep in touch with the resulting pen pals. A girl in the Bahamas found a bottle and wrote: "Please send me a reward. I would like a Parker pen set. I am a young girl going to school and I can't afford such things".

According to an article in the Japan Economic Journal from Tokoyo Japan, Parker's Japanese subsidiary, Parker Japan, K.K., has started producing and marketing several small leather articles, such as purses, under the Parker brand name. These leather goods include commutation-ticket holders, pocketbooks and key holders.

# SHOPTALKER

for  
Parker Pen  
Employees

May 10, 1982

1107

SHANE DOLOHANTY has been promoted to Manager, Accounting Services effective MAY 16, reporting to JERRY MILLER (Vice President and Controller). His responsibilities will include management of general accounting, consolidations, and reporting activities and the payroll function. The accounting services area will service U.S. Retail operations, the North American Area, Writing Instrument Group, and the Corporate Group. Mr. Dolohanty started working at Parker in May 1980 as Senior Auditor. He graduated magna cum laude with a bachelor's degree in accounting from the University of Wisconsin-Whitewater in 1976. He is also a Certified Public Accountant. Previous to joining Parker, he worked as a senior auditor with Touche Ross and Company in Milwaukee.

DAVID SMITH has been hired as a Production Controller in the Production and Inventory Control Department reporting to ROBERT REYNOLDS (Scheduling Supervisor). Mr. Smith was previously employed as a Production Planner with Ipsen Industry in Rockford, Ill. He is presently attending Rock Valley College in Rockford, and is a member of the American Production Inventory Control Society.

EDWARD DEVOE, JR. has been hired as Supervisor, Toolroom, reporting to BILL PAYNE (Toolroom Manager). Mr. DeVoe was previously employed with Generac Corp. in Waukesha as a toolroom supervisor and before that with Briggs & Stratton Corp. in Milwaukee as a tool and die maker.

The Parker Pen Credit Union's Reorganizational meeting was held on April 26 at the Credit Union, and the following officers were elected to serve 1 year terms: BOB KURANZ (Supervisor, Quality Control Laboratory Service), Chairman of the Board; GERALD HEROLD (Development Engineer), Vice Chairman; JIM ARNESON (Metals), Treasurer; and BRUCE LAUTENSCHLAGER (Director, Facilities and Services), Secretary.

A new system has been developed which may deter forgerers from committing their crime, according to an article in Madison Avenue magazine. Two scientists developed the system which uses a ballpoint pen equipped with an array of strain gauges mounted near the tip. The gauges generate electrical signals as someone signs a name, measuring pressures at all kind of points during the signature. Therefore, any deviations from the original signature are immediately signaled. The system has been verified in more than 5,000 signatures. According to the article, it "even works with your standard illegible executive scrawls!"

# SHOPTALKER

for  
Parker Pen  
Employees

May 17, 1982

1108

This Wednesday, May 19, marks the first day of "Parker Appreciation Week" by the Janesville community. The City of Janesville has officially proclaimed this week of recognition which the Janesville Chamber of Commerce initiated and is sponsoring. A letter of information from JAMES R. PETERSON (President and Chief Executive Officer) will be posted on the bulletin boards along with a special poster detailing the events which will highlight the week. All Janesville operation employees will have the option of wearing a special Parker Appreciation Week button to be issued before the program begins. Some of these recognition plans include: 1) Local retail and service stores will place printed materials (posters, counter cards and brochures) by their Parker displays and in their windows; 2) Local banks will have special displays honoring Parker, and the Family Tree of historical writing instruments will be rotated between the Rock County National Bank and the First National Bank; 3) Parker's tour guides will appear on May 21 and 22 in a couple of Janesville key dealers' stores in order to promote Parker writing instruments, tours, and to explain Parker Appreciation Week; 4) Special salutation banners will be positioned in the local industries; 5) A special recognition luncheon has been planned for "Parker Appreciation Day" on Wednesday, May 27, at the Hoffman House. A cross-section of Parker people, who were selected to represent all Parker active and retired employees, will be attending the luncheon along with approximately 200 members of the Chamber.

Awards for Parker Programs. It was announced last week that the Parker-sponsored film, "Alphabet: Story of Writing," earned a certificate for Creative Excellence in the 1981 competition of The United States Industrial Film Festival. For assisting the company to meet its product image objectives during the launch of the Arrow last fall, the research study on international gift protocol and its related publicity effort has earned four awards: (1) A Golden Trumpet Award of Merit in the category of Institutional Publicity, Business, from the Chicago Publicity Club; (2) One of the top three awards of the research division of the International Communication Association (the other two awards were taken by Stanford University and the University of Michigan); (3) an Award of Excellence in the statewide competition of the Wisconsin chapters of the International Association of Business Communicators in the division of Special Communication Projects and (4) a first-place in the publicity competition of the Connecticut Women's Press Club. The objective of the international gift study was to raise awareness of Parker's leadership in the global gift-products arena. Orders for the study have been placed by more than 1,400 individuals and business/government organizations from around the world to date.

The third part of the four-part, Parker-sponsored series "Alphabet: The Story of Writing," will be broadcast this Wednesday, May 19, at 7:30 p.m. on WHA-TV, Channel 21, Madison. This half-hour segment is titled, "Penman, Printer and Engraver" and focuses on such topics as how medieval books were produced, gothic and italic script, the development of printing, copperplate handwriting and engraving.

# SHOPTALKER

for  
Parker Pen  
Employees

May 24, 1982

1109

In a letter to stockholders incorporated into the 1982 Annual Report issued last week, GEORGE PARKER (Board Chairman) and JAMES R. PETERSON (President, CEO) reported on the results of the fiscal year which ended on Feb. 28 and offered insight into plans for the current business year. The Parker officials noted that, while nothing could be done to control the worldwide economic climate which negatively affected sales and earnings last year, a restructuring of the Corporate area and Writing Instrument Group has been in effect in recent months to "reflect the changed economic, competitive and consumer environment in which we now operate." Six important changes were cited: (1) reorganization of the corporate area and key functions within W.I.G., (2) restructuring of marketing operations and financial systems, with key areas of effort being modernization and automation, (3) the introduction of the Arrow gift line and the RB-1 roller ball, (4) consolidation of manufacturing facilities to reduce cost, increase efficiency and productivity, (5) reduction of the length of the line offered worldwide to better concentrate on the fastest selling models, and (6) the initiation of cost reduction programs. In conclusion, the Parker officials noted that, despite the recent difficult year, "none of the corporation's fundamental strengths has been diminished. Our brand names dominate in our industries. Our reach is worldwide and envied by our competitors. Our problems have been identified and are being resolved." They said that they viewed the past 18 months as a temporary aberration from the upward trend line stretching back over 15 years.

Parker Appreciation Week is in full swing until this next Wednesday, May 26, in the Janesville community. A number of local businesses have cooperated in bringing the event to its peak by offering special offers and discounts on Parker products during the week. A couple examples of such tributes to Parker: Mr. Steak Restaurant has offered to give a free meal to anyone who "catches" a Mr. Steak employee using anything other than a Parker Pen. All three Janesville Key Rexall Drug Stores have advertised specials in the Janesville Gazette on their Parker merchandise along with a 20 percent off coupon on any Parker merchandise. Art Fenzl Chevrolet & Cadillac is offering a Big Red to customers who test drive a car during the week. All Janesville-based Parker employees have been offered a 20 percent discount on family memberships at the YMCA. (More details are available on employee bulletin boards.) The Janesville Gazette is featuring a number of articles on the week's events. WCLO has been announcing "Happy Days Salutes" for a number of Parker employees who have contributed a significant amount of time and effort toward non-profit, educational and other worthy causes in the community. The employees being recognized are: ROBERT COLLINS (Vice President-General Counsel and Secretary), AL DIOTTE (Vice-President Administration), TOM STEHURA (Systems Analyst), a member of the city council, BOB KURANZ (Supervisor of Quality Control Laboratory), BILL WATSON (retired and currently director of a Parker employee counseling program), PAT NEHLS (Ballpoint Stockroom) and KENNY VIETH (Toolroom.)

The last in a series of TV showings of "Alphabet: The Story of Writing" which have been featured on WHA-TV, Channel 21, Madison, during May, will be aired at 7:30 p.m. this Wednesday. This half-hour segment is titled, "Writing-Everyman's Art," and features a variety of topics such as the mechanical age and pen making, ink and inkwells, the problems of portability, modern pen making, writing today, modern calligraphy and the alphabet of the future.

There will be no Shoptalker next week because of the holiday weekend.

# SHOPTALKER

for  
Parker Pen  
Employees

June 7, 1982

1110

Parker has raised its ownership level of Manpower, Inc., from 91 percent to 96 percent with the purchase of additional shares on June 1, according to JAMES A. LEIDICH (Executive Vice President). The company acquired 80 percent of Manpower stock in 1976. Net sales of the worldwide temporary help business have increased from about \$200 million in 1976 to \$482 million last year. Operating profits have increased from about \$12 million in 1976 to \$28 million in 1982.

Last Wednesday, May 22, over 250 guests -- members of Janesville Chamber of Commerce and a representation of Parker employees -- attended the Chamber-sponsored Parker Appreciation Luncheon held at the Hoffman House. This event rounded up a week of Parker recognition by the Janesville community. The main program featured a number of speakers paying tribute to The Parker Pen Company, its officers and employees for numerous contributions made to the community over the years. Marv Roth, the Chamber's Executive Vice President, said, "We thank you for your commitment to the future ... We thank you for your commitment to quality." Representing the state was Lowell Jackson, former Secretary of the Department of Industry, Labor and Human Relations, and recently announced gubernatorial candidate. Jackson commended the company on a number of accounts -- among them, the company's funding of a study of state education as it prepares students for employment. GEORGE PARKER (Chairman of the Board) acknowledged the community's appreciation: "My reply is simple and borrowed from another text: 'Give and ye shall receive.' The company has received much from all of you and has received much from those who have passed before you in this community." JAMES R. PETERSON (President and Chief Executive Officer) noted: "I am tremendously impressed with the foresight and clarity with which this community sees its partnership with Parker." The "international" luncheon also featured a narrated slide show presentation on the history of the relationship between the Janesville Gazette and Parker Pen, and a slide show of the renovation of One Parker Place. Another highlight was a special "cake of Arrow Park" that was donated by the Rollin Pin Bakery for Parker employees.

ANDRE STEINER (VP - Europe, Africa, Middle East) recently announced two appointments in his region. ALAN TENNENT has been named General Manager of Parker Pen Espanola, S.A., a new direct sales organization located in Madrid and serving the Spanish market. Mr. Tennent has been with Parker for more than six years in various marketing posts within Parker Pen International, Ltd. KENNETH WHITE, formerly Managing Director of Parker Spain, has accepted an offer to become the Parker distributor in the Canary Islands. Mr. White had been associated with the Company for 17 years.

JAIME ENCINAS has been appointed Controller of Mexican operations, reporting to HENRY SCHLICHTING (General Manager, Parker Mexicana). Mr. Encinas was previously the Financial Manager for the Latin American Area, having joined Parker in that capacity in 1980.

## PEOPLE TALK

JOSEPH F. DULIN (Ballpoint Dept.) retired on June 1 after over 40 years of service with the company. Congratulations! ISLA SCHUMACHER (Product Development) reaches her 35-year service mark on June 9. HERBERT RUNDQUIST (Toolroom) and OLAF HELGESTAD (Toolroom) both noted their 25th year at Parker on June 3. The quarter-century milestone will also be marked by SHIRLEY STORCK (EDP Operations) on the 10th and by JOSEPH BRANKS (Product Development) on the 12th.

# SHOPTALKER

for  
Parker Pen  
Employees

14 June 1982

1111

The Annual Stockholders' Meeting will be held on Wednesday, June 16 at 10 a.m. in the Arrow Park Cafeteria. Addressing the shareholders will be GEORGE PARKER (Chairman of the Board) and JAMES R. PETERSON (Chief Executive Officer and President). A number of exhibits representative of Parker's Writing Instrument Group will be on display. The Manpower display will feature two video tape programs describing new training programs for the age of the electronic office. (This year's annual report has two essays on how Manpower and the Writing Instrument Group are preparing for the electronic age.)

A number of announcements have been made by JOSEPH R. TEMPLET (National Sales Director) regarding Field Sales personnel. KEN FOBES has been appointed to the position of National Catalog Sales Manager, reporting to Mr. Templet. He will be responsible for developing plans and programs for the catalog showroom industry, direct mail catalog companies, and targeting new catalog sales opportunities throughout the entire United States. Mr. Fobes has been with Parker working in the Field Sales Force in a number of increasingly responsible positions since 1962. DENNIS SIMONETTA has been appointed to National Special Markets Manager reporting to Mr. Templet, too. He is now responsible for developing and formulating programs for the supermarket industry. He was previously National Sales Manager for Parker-Garrick. Prior to his employment with Parker, he was the Regional Sales Manager for the Bic Pen Corp. in Dallas.

Two Account Managers were hired in the Southern Region reporting to MICHEL CANFIELD (Southern Region Manager). TIM BLALOCK has been appointed Key Account Manager. He was most recently employed with Polaroid Corp. as a special markets manager in Atlanta, Ga., and as a marketing representative with the same company in N. C. Prior to that, he was a territory manager for Chesebrough-Ponds in S. C. Mr. Blalock received a bachelor's degree in business administration from the University of North Carolina-Charlotte in 1973. Also hired is MICHAEL KINGETER. He was previously a retail account manager for Service Brokerage Co. in Dallas, Tex.

According to a story in Pen & Ink, the employee publication of Parker England at Newhaven, a Parker-sponsored survey on brand awareness showed that when most people in the UK say fountain pen, they mean Parker. When asked which name they associated with fountain pens, 66 percent of the respondents replied "Parker," nearly three times more than Sheaffer, Parker's nearest, but distant, rival in the nib market in England. Fifty percent of those queried said that they owned a Parker fountain pen, compared with only 10 percent who said they owned a Platignum or a Sheaffer. In ball pen brand awareness, only Biro, a name synonymous with disposable writing instruments in the UK, was marginally ahead of Parker in brand awareness, by only one percentage point. When asked which ball pen they owned, 20 percent said Parker, 34 percent, PaperMate. But, ball pen brand awareness was consistently higher for Parker over competition in the under-34 age group. For example, the Parker name scored highest in the 15 to 24 age group, with 52 percent naming Parker first and only 45 percent naming PaperMate, according to the Pen & Ink report.

## PEOPLE TALK

DOROTHY HANSON (Product Development) marks her 35th year anniversary on June 18.

# SHOPTALKER

for  
Parker Pen  
Employees

21 June 1982

1112

The 1982 Annual Stockholders meeting was held on last Wednesday, June 16, at 10 a.m. in the Arrow Park Cafeteria. JAMES R. PETERSON (Chief Executive Officer and President) announced that the company will soon begin implementing a lifetime guarantee on all Parker writing instruments sold anywhere in the world. In announcing this fact, Parker Pen will be the only full-line writing instrument manufacturer to offer such an extensive worldwide guarantee in more than 135 markets around the world. GEORGE PARKER (Chairman of the Board) reflected on the past year. Noting that Parker has not been spared from the external burdens of a worldwide recession, "but I think you will note that we are developing far greater flexibility and mobility as a result," he said. He went on to emphasize the corporation's strengths: strong penetration in each market, being neither capital nor labor intensive, having a strong balance sheet, and "most important--having powerful brand names that prevail over weaker ones when times get tough." Mr. Peterson outlined the five key changes that are geared to improve the company's performance. One of these changes is the writing instrument line being reduced from 500 models to less than 100 in order to concentrate on the fastest selling models and also the introduction of cost reduction programs in all areas.

Other significant news announced at the meeting included: the Writing Instrument Group will announce July 1 the selection of a major international advertising agency for North America, Southeast Asia and Australian markets. Parker-Garrick, Inc., glass-etching operations in Dallas, Tex., will be sold, and the pen imprinting division will be consolidated with the group's Janesville operations. Along with this announcement, BERT J. DYBLE (Vice President-Manufacturing and Product Development) said that operations at the East Troy Trent Engineering Division will be consolidated with those at Arrow Park by August 15. Trent employs 33 people and was established in the mid-40's serving as a parts fabrication facility. Both the Parker-Garrick and Trent decisions were made in order to consolidate efforts to improve efficiencies and reduce costs. Mr. Peterson also reported that Manpower plans to open an additional 50 offices worldwide this year, bringing the total offices to more than 1,000.

Pen and Ink, Parker England's in-house publication, reports on a new Parker pen with a window that gives "motorists with no head" for numbers an easy break. The English subsidiary has designed a metric conversion pen with a unique inbuilt conversion chart in the window that changes gallons into litres with a click. Orders for the unique writing instrument have multiplied by several thousand, according to the publication.

In the book, "Executive Essentials," by Mitchell J. Posner, the chapter on Personal Accessories and Appointments, Executive Style, recommends how to choose a pen; "A pen is a personal item, and its appearance should please you above all others. However, since it is also a piece of jewelry, you might consider how it looks on you. Try it on. See how it fits and looks under your jacket. If you tend toward traditional clothing, or deal with conservative clients, you might just wish to shy away from the avant garde. On the other hand, an advertising agency or engineer might find an innovative design to be just the thing."

## PEOPLE TALK

PERCY HANSON (Planning & Control) marks his 25 year service anniversary on June 24.

# SHOPTALKER

for

Parker Pen  
Employees

28 June 1982

1113

Corporate Staff, Manpower, Inc., and Writing Instrument Group managers from around Parker's world participated in a Parker/Manpower International Conference led by JAMES R. PETERSON (President, CEO) last week in Fontana, Wis. One of the conference goals was to introduce a corporate-wide system of strategic planning to coordinate resources for optimum effectiveness over the next several years. Key speakers at the conference were MICHELL S. FROMSTEIN (President, Manpower), MANVILLE D. SMITH (President, WIG), BRUCE KERR (VP-Personnel and Industrial Relations) and BEN DICUS (Executive Director, WIG Marketing Services). The planning sessions were coordinated by JAMES A. LEIDICH (Executive Vice President). The group was also addressed on the value and need of longer-term planning by consultants from the Harvard Business School, McKinsey & Co. and Dun & Bradstreet Corp.

Following the corporate-wide conference, the Writing Instrument Group managers met in Chicago to formulate the specifics of the strategies for each geographic area covering the coming year.

The company announced last Friday that it has assigned its Writing Instrument Group advertising accounts for North America, Southeast Asia and Australia to Ogilvy & Mather, a world-class advertising agency with offices in 34 countries. JAMES PETERSON said that the change was made as part of the revamping of Parker's marketing systems worldwide. He noted that Parker, which has traditionally marketed one of the broadest lines in the writing instrument business, has as a prime objective "the development of a dominant position in every viable segment of the quality writing instrument market around the world." About the appointment, MANVILLE SMITH said: "Ogilvy & Mather is well positioned to assist us in developing the required marketplace perspective encompassing our more than 150 world markets."

CHARLES L. TOMKOVICK has joined the Arrow Park staff as Manager, Industrial Engineering, reporting to DON DRAHEIM (Director, Production and Shipping). His primary functions will be in the areas of productivity and methods improvements, cost reduction analysis, and layout design. He was previously self-employed as an independent manufacturing consultant, with Parker as one of his accounts. Mr. Tomkovick has a bachelor's degree in business administration and psychology from Carthage College in Racine and earned both a master's degree in industrial engineering and a master of business administration degree in marketing management from the University of Wisconsin-Madison in 1982.

PHYLLIS SAEVRE (Assistant Corporate Secretary) addressed a group of students and educators attending the Annual Business Education Conference at the University of Wisconsin-Whitewater on last Wednesday. Mrs. Saevre spoke on the topic of "What Employers Want from Office Personnel" and also participated in a panel discussion. The half-hour Parker sponsored and produced film, "The Story of Writing," was shown at the end of the Conference which was sponsored by the Department of Business Education and Office Administration and two student business organizations.

## PEOPLE TALK

RAYMOND H. FALK (Account Manager) will retire July 1 following more than 28 years of service with the company. His territory encompassed St. Louis, Mo. Congratulations, Ray.

# SHOPTALKER

for  
Parker Pen  
Employees

July 12, 1982

1114

The U.S. Sales force last week was presented with an aggressive, hard-hitting series of promotional programs to increase unit and dollar sales volume from now through Christmas. The group met for its annual national sales meeting near Durango, Colo., to review the details of the programs and the ambitious sales goals established for the remainder of the fiscal year. A special issue of SHOPTALKER, with photos illustrating a number of the programs, will be issued later this week.

A. BEN DICUS has joined the company as Executive Director, Group Marketing Services, reporting to MANVILLE D. SMITH (President, Writing Instrument Group). Among his responsibilities are to direct and control the market research activities of the Writing Instrument Group--assisting Area and Subsidiary management in those aspects, developing and maintaining a central data bank, and serving as a secretary ex-officio of the International Planning Council. He will also serve as a functional resource to Writing Instrument Group management for establishing techniques for Marketing Planning, Business Planning and Strategic Management. Mr. Dicus was previously associated with the Frank Lynn & Associates management consulting firm in Chicago as a Senior Associate for seven years. He received a bachelor's degree in economics from Iowa State University and also has a degree in photographic engineering from the University of Delft in the Netherlands.

F. JEFFREY STURM has been hired as a Financial Analyst in the Finance Department, reporting to JERRY MILLER (Vice President and Controller). He was previously employed with Pullman Standard in Butler, Penn., as a supervisor of financial reporting and as a cost analyst with the Ford Motor Co. in Ypsilanti, Mich. He graduated with a bachelor's degree in economics and history from the University of Pittsburgh in 1976 and with a master's of business administration in finance and marketing in 1977. He is presently a member of the American Finance Association and the International Business Council.

CAROLYN WUEBBEN (Supervisor, Personnel Development) has been named an accredited personnel manager by the Personnel Accreditation Institute, Inc., the accrediting body for the nation's personnel professionals. Ms. Wuebben passed an examination administered by the organization in order to become accredited. The accreditation program's primary purpose is to improve performance within the personnel, industrial relations, and human resource management profession.

## PEOPLE TALK

PAUL L. EARING (U.S. Field Sales) will mark his 25th year of employment on the 15th. RUTH HANTKE (Corporate Finance) notes her 30th year on the 14th. The 40-year mark will be observed by JOSEPH GALAUNER (Final Assembly) on the 13th and by MARY KRESSEL (Metals) on the 9th. DOROTHY KERL (Quality Assurance) had her 45th anniversary on June 1.

# SHOPTALKER

for  
Parker Pen  
Employees

July 19, 1982

1115

The company announced last Thursday first quarter consolidated net earnings of \$815,000, or \$.05 per share, on net sales of \$158.4 million for the quarter ending May 31, 1982. The net earnings for the same period a year ago were \$5.0 million, or \$.30 per share (after a non-recurring \$.05 tax benefit from inventory stock relief in the U.K.), on net sales of \$168.2 million.

GEORGE PARKER (Chairman) and JAMES R. PETERSON (President and Chief Executive Officer) indicated that a principal factor in the reduced sales and earnings was the "significantly stronger U.S. dollar which reduced sales by \$18 million and operating profits by \$1.4 million." The other factor cited for causing the decline was the impact of the sale of Norm Thompson Outfitters, Inc., Portland, Ore., and the Sintered Specialties division of Panoramic Corp., Janesville. This accounted for a decline of \$4.4 million in sales and \$95,000 in operating profits in this year's first quarter. Sales in U.S. dollars for Manpower, Inc., were "essentially equal to the same period a year ago," but operating profits had increased by 6.1 percent. Sales for Manpower would have increased more than 13 percent for that period if the exchange rates would have remained constant.

Two Account Managers have recently joined the U.S. Field Sales Force. ANN MARIE LEONARDI has been hired as an Account Manager reporting to WILLIAM ENGLEHART (Northern Region Manager). She will be covering Minnesota and Dakotas. Mrs. Leonardi was previously employed with Miles Laboratories, Inc., in Minneapolis, Minn., as a key account manager, with Vicks Co. covering Chicago, Minneapolis and Milwaukee as a key account manager. She graduated in 1977 from Western Illinois University in Macomb, Ill., with a bachelor's degree in marketing and textiles. Also hired is CARLA L. HEXTER as an Account Manager in the Southern Florida region, reporting to MICHEL CANFIELD (Manager, Southern Region). She was previously a sales representative in the Cleveland area for the Wrigley Jr. Co., and a sales representative for the L'eggs Company in Garfield Heights, Ohio.

Profits of the A. T. Cross Co., Lincoln, R. I. fell 15 percent on a 10 percent sales decline in the firm's second quarter, reportedly due to factors such as the Falklands war, import restriction abroad and other foreign political and economic conditions, according to A. T. Cross executives. They cited several detrimental economic conditions that exist primarily in Canada and in major South American markets such as Argentina and Brazil as factors. The resurgence in the value of the U.S. dollar also hurt Cross' sales in Hong Kong and Japan, according to a Wall Street Journal report. Another detrimental factor cited by officials for the recent poor performance is a Cross pen lookalike with a digital timepiece which is selling very well in Hong Kong. The New York Stock Exchange reported that on Friday, July 16 A. T. Cross closed at \$23 per share, down from the years' high of 30-1/4.

## PEOPLE TALK

ELMER GLYNN (Production and Shipping) marks his 45th year of employment on the 19th, and JOHN F. DOHENY (Planning & Control) notes the same on the 20th. The 40-year service anniversary milestone will be reached by F. PAUL LOCAST (Planning & Control) on the 22nd. Congratulations to all of you!

# SHOPTALKER

for

July 27, 1982

Parker Pen  
Employees

1116

JAMES R. PETERSON(President and CEO) has announced that the company's board of directors, beginning this Wednesday, will implement a schedule of meeting six times annually, rather than four, which had been the practice previously. "Because of the difficult economic conditions this company is facing today, we have an increased need to communicate and discuss our plans, strategies and actions with members of our board. We have decided to meet more frequently during the next year, and I appreciate the willingness of our board members to accept this heavier workload," Mr. Peterson noted. He also said that brief and general reports on each of the board meetings will be published in SHOPTALKER following each respective meeting.

The new schedule of board meetings through next July is: 1982 -- July 28, October 12, 1983 -- January 18, March 9, April 27, June 8 and July 13.

Parker's business in the catalog showroom industry is showing favorable gains with the advent of a number of price-off promotions that have been introduced to the market, according to KEN FOBES(U.S. National Catalog Sales Manager) and JOYCE GRAY (Special Markets Coordinator). Catalog showrooms sell brand-name merchandise at discount prices and can take a shorter margin of profit because of the higher volume of business done as a result. "We're turning the ship around and going after the dollars where the money is," Mr. Fobes said. "The two heavy sellers currently are the Classic Gold and Classic Matte Black models." Now that the price promotions have been implemented, more flyers from the showrooms with discounts on the already discounted Parker merchandise are going out to homes around the country.

"Parker pioneered, as the first writing instrument manufacturer to sell through this industry, starting out in 1968," Mr. Fobes commented. Parker's business has grown 50 percent from the mid-70s to the 80s, keeping pace with the industry's growth. The U.S. marketing division presently does several million dollars worth of business through catalog showroom distributors, an industry which has a total net growth projected at \$9 billion for 1982.

An announcement by ANDRE L. STEINER (Vice President and Area Manager, Europe/Africa/Middle East Area) has been made regarding the appointments of PETER HALTER and PETER WERDER to positions in Zug, Switzerland. Mr. Halter has been hired as Director of Organization and Development for the Europe/Middle East/Africa Area. He will assist Mr. Steiner in major assignments from the Zug headquarters beginning this fall. Mr. Halter has previous management experience with Nestle, General Motors, Pitney Bowes, General Binding Corp. (Northbrook, Ill.) and Hermes Precisa. Mr. Werder will be reporting to ROBERT BARNESLEY (Area Finance Manager), in the position of Controller of P.P.I. at Zug. He was previously associated with Honeywell Bull, Switzerland, as a director of finance.

WISC-TV/Channel 3, Madison, did a feature spot on what The Parker Pen Company is doing to increase sales in the midst of a recession last Thursday on their evening news program. ROGER AXTELL (Vice President-Public Affairs) was interviewed and explained how U.S. marketing is using aggressive marketing strategies such as price promotions, sweepstakes, and point-of-purchase materials to increase sales in the U.S. market.

## PEOPLE TALK

JANETTE ROWLAND(Foreign Shipping) marked her 45th year of service on July 12. KENNETH ROACH(Quality Assurance) will also note his 45th year on the 29th. MARY VAN GALDER(Gold Nib) will mark her 40th service anniversary on the 27th.



# SHOPTALKER

for

Parker Pen  
Employees

August 2, 1982

1117

**The Company's Board of Directors met in the Company's offices last Wednesday morning.** The items covered were: 1) review of financial results for the first four months of the fiscal year as compared to budget and last year; 2) report on the study recently completed of the worldwide writing instrument market and the company's position in the market; 3) progress made at Parker Brasil; 4) restructuring of Parker Colombia; 5) **JAMES R. PETERSON** (President and CEO) reported on his two week tour of the Far East and his business reviews with the Company's subsidiaries there; and 6) **MANVILLE SMITH** (President—Writing Instrument Group) reported on his trip to Parker Japan.

**The Board also declared a regular quarterly dividend of \$.13 per share payable October 8 to shareholders of record as of the close on September 24.**

**U.S. Domestic Marketing announced a special consumer price promotion on the Jotter and Classic products, effective July 7 through October 31, 1982.** A total of 10 writing instruments have been designated for special pricing, ranging from the Jotter ball pen regularly retailed at \$4.50, now reduced to \$2.98, to the Classic 18K Gold ball pen-pencil set, reduced from the retail price of \$50 to \$40. According to **GENE SMITH** (Director of Marketing Operations—U.S. Retail), the special prices selected were made on the basis of price points consumers have historically used to make their purchase decisions — \$2.98, \$5, \$10, etc.

"Historically in times of cautious spending, the manufacturer who draws attention to his product through a combination of inherent value, a competitive price and an intriguing 'extra' is the manufacturer who can lure the consumer to his brand," reports Mr. Smith. "We believe that a combination of proven products (including the new technology of a .5mm pencil which has been added to both lines), significant price reductions and the unique 'Write Your Own Ticket' Contest/Sweepstakes, captures the essence of those requirements. It's also important to retailers because it gives them a reason to not only stock Parker in depth at a time when they're generally trying to pare inventories, but also gives them an important reason to promote our brand over 300 other brands."

**NORMAN C. UHLIR** has been hired as Director, Physical Distribution, Writing Instrument Group, responsible for coordinating required measures to reduce worldwide inventory levels, primarily finished goods, and for developing and installing worldwide order processing and inventory management procedures. Mr. Uhliir was associated with Sunstrand Corp. in Rockford, Ill., as a group controller and with the Huffy Corp. in Dayton, Ohio, as a corporate controller. He graduated with a bachelor's degree in business administration from Western Reserve University in Cleveland, Ohio, in 1960. Mr. Uhliir will report to **MANVILLE SMITH** (President, Writing Instrument Group).

A number of Parker officials have been named to chair or participate on a number of Writing Instrument Manufacturers Association committees for the current year. They are: **D. BRUCE KERR** (Vice-President, Personnel and Industrial Relations), Employee Relations Committee; **ALFRED P. DIOTTE** (Executive Vice President-Administration), Government Relations Committee; **CHRIS MARQUEZ** (Marketing Operations Analyst), Chairman, International Trade Subcommittee; **TOM JEFFRIS** (Director of Competitive Research and Analysis), Marketing Research and Statistical Committee; **FORREST E. BECK** (Manager, Quality Assurance) Chairman, Product Safety Committee and Test Methods Committee; **EUGENE G. ROHLMAN** (Manager, Public Relations) Public Relations Committee; and **JOHN SMITH** (Domestic Traffic Manager), Transportation Committee. **ROGER E. AXTELL** (Vice President-Public Affairs) is a member of the WIMA Board of Directors.

## PEOPLE TALK

**JAMES GRIFFIN** (General) and **GEORGE HEISE** (Manufacturing-Engineering) will mark their 40th service anniversary next week: Mr. Griffin on the 4th, Mr. Heise on the 7th. **OMAR PFEIFFER** (Toolroom) will note his 25th year on the 8th. **DOROTHY E. KERL** (Quality Assurance Manufacturing Division) retired on July 30 after more than 45 years of service.

# SHOPTALKER

for  
Parker Pen  
Employees

August 9, 1982

1118

After an extensive two week business trip, **URBAN (BUD) CANFIELD** (Wholesale Sales Manager) **reports that U.S. wholesalers are responding positively to Parker's combination consumer sweepstakes and price-off promotions.** For example, two large wholesalers — United Stationers and S. P. Richards — have agreed for the first time to support Parker by featuring the promotions in thousands of flyers to retailers they serve. According to Mr. Canfield, this kind of promotional activity, which was minimal in the recent past, can produce significant increases in business. He also stated that early wholesale orders generated by the promotion indicate that a potentially substantial increase in business for wholesalers during the coming fall and Christmas periods can be expected.

**GEORGE L. STRALEY** has been hired as a Production Engineer in the Manufacturing Engineering Department, reporting to **JAMES KUKUK** (Director, Manufacturing Engineering). He was previously self-employed as a mechanical engineer and owner of an engineering service and, before that, was a design engineer with Rockford Automation, Inc., Rockford, Ill. Mr. Straley graduated from Rock Valley College, in Rockford, Ill., with an associate degree in applied science in machine design technology.

**The Parker Pen Company donated two of the scholarships which went to eight students and two teachers from Joseph Craig and George Parker High Schools** in order for them to attend the Business World Conference. This annual conference was held at Lawrence University in Appleton from July 11-16 and will be held again from August 8-13. The program brought over 150 business leaders and over 700 high school students together for the purpose of sharing their insights and experiences with business operations and private enterprise.

The half-hour version of "Alphabet: The Story of Writing" film, which was loaned to the Janesville Public Library last November for free loan use, has been seen by over 1,600 people in the Janesville community at 65 separate showings by community groups and associations.

A satisfied customer from Wilmington, Del., Mr. Charles H. Marshall, wrote to inform the company that "Your Jotter is the same excellent writing instrument today as it was twenty-five years ago. What I especially appreciate is that while Papermate was going "plastic" to capture part of Bic's market, your quality and material remained constant."

**RICHARD DILL**(Analyst Programmer, MIS) has passed the Certified Data Processing (CDP) exam administered by the Institute for Certification of Computer Professionals. **BOB KARSTEN** (Systems Analyst, MIS) has passed the Material Requirements Planning section of the American Production Inventory Control Society certification examination.

## PEOPLE TALK

A number of Parker employees are marking their 40 year anniversary this month: **GEORGE HEISE** (Manufacturing Engineering) on the 7th, **DEAN HACKBARTH** (Production & Shipping) on the 10th, and **FRED BEILHARZ**(Warehouse) on the 10th. Noting their 25th year of employment are **OMAR PFEIFFER** (Toolroom) on the 8th, and **WILLIAM FANNING**(Manufacturing Engineering) on the 13th.

# SHOPTALKER

for

Parker Pen  
Employees

August 16, 1982

1119

**JOHN GIBB** (Retired Military Sales Manager), who represents Parker to the White House, recently received this note from Ms. Theresa Elmore, Executive Assistant to the Director of the White House: "It is indicative from all reports that the President's first official trip to Europe was a success. I just wanted to write and thank you for your significant contribution to making the trip especially successful. The recipients in every country visited derived great pleasure and pride from the gifts presented to them by the President. **The Parker Pen Company, particularly, worked inordinately hard to produce quality items in a minimum amount of time...**"

The gifts were: Matte Black Arrow roller ball and pencil sets, bearing the Presidential seal and signature, in customized gift boxes produced by Panoramic Corporation. Mrs. Reagan presented women with gift-boxed Ms. Parker roller ball pens, engraved and gold filled with her name. To date, the White House has ordered 1,000 of the Arrow gift sets and 500 of the women's pens, according to Mr. Gibb.

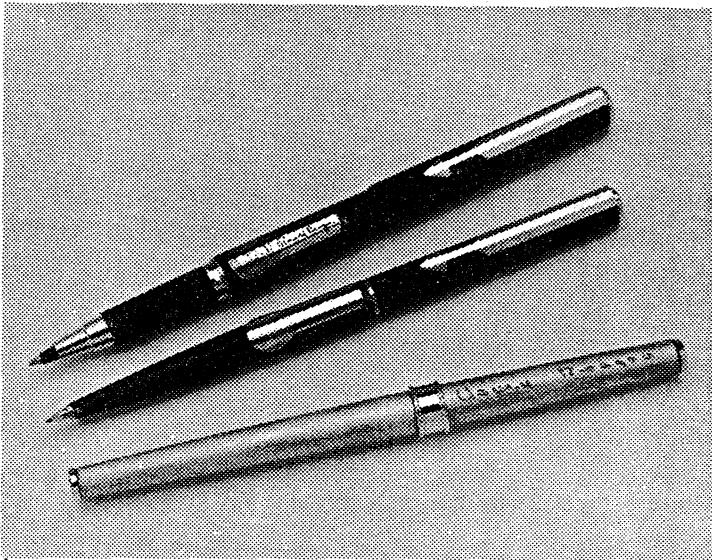
**DAVID BETLACH** has been promoted to the position of Senior Auditor-Corporate Internal Auditing, according to a recent announcement made by **WILLIAM A. FAUSAK** (Director, Corporate Internal Audit). Mr. Betlach joined the company in 1980 as an Operational Auditor and, during the past two years, has participated in operational and financial examinations of several of Parker's U.S. and foreign companies. He was previously associated with Price Waterhouse & Co., Chicago. He is a bachelor of business administration graduate of the University of Notre Dame. He is also a Certified Public Accountant in the State of Illinois.

It has been announced that Parker's new advertising agency in Canada is Ogilvy & Mather(Canada) Ltd., with offices in Toronto and Montreal, according to **WILLIAM H. JUDD** (General Manager of Parker Canada). Some of Ogilvy & Mather's better known Canadian clients are: American Express, Avon Products, Campbell Soup, Canadian Egg Marketing, O'Keefe Breweries, Dominion Stores, General Foods, Johnson & Johnson, Peugot, Seagrams and Shell Canada. Ogilvy & Mather is currently developing a Christmas campaign for Parker-Canada, built around the headline, "Everybody wants a Parker -- now you can afford to give one to everybody."

A news clipping in the **Janesville Gazette** reported how the southwestern Missouri town of Ozark experienced an "unwanted" population boom -- not of people, but of pens. The town's mayor and Ozark City Council members say that they unknowingly ordered about 12,000 ballpoint pens for a cost of nearly \$6,300 to the taxpayers in the town of 2,384 people in the past year. The city is stuck with 9,000 pens and plans to return 2,500 others. The ballpoints were found hidden in the closets and under desks at City Hall.

## PEOPLE TALK

Marking their 40-year service anniversaries this month are: **WILLIAM KLEMP** (Final Assembly) and **MICHAEL GILLESPIE** (Molding) on the 17th, and **RICHARD PETERS** (Service) and **EDWARD HALLETT** (Production & Shipping) on the 18th.



*The Ronald Reagan Matte Black roller ball pen and pencil, along with the Ms. Parker roller ball pen were the official gifts presented to dignitaries during the President's first trip to Europe.*

# SHOPTALKER

for  
Parker Pen  
Employees

August 23, 1982

1120

A new feature has been added to the **Parker Classic** and **Jotter** lines of writing instruments and introduced for this season's Christmas world-wide sell-in. The mechanical pencil in each line is now fitted with a fine-line, 0.5mm., continuous feed mechanism with durable, break-resistant HB polymer lead. According to **PETER KIBBLE** (Vice President/Area Manager, North America), this is the first American professional ultra-thin pencil offered as part of a dress line of products. In the Classic line, the pencil matches the ball pen, with the set in three finishes – gold electroplate, matte black with gold trim, and brushed stainless with chrome trim. In the Jotter and Jotter stainless lines, the new pencil matches the Jotter ball pen, fountain pen and roller ball. Until October 31, prices in the U.S. will be reduced on all Classic and Jotter products, including the new pencil, as part of a pre-Christmas 1982 special promotion.



Classic ball pen and pencil in matte black, a good seller since its introduction earlier this year. Pencil features new ultra-thin, 0.5mm., continuous feed mechanism. Set is on special reduced, suggested retail price of \$25, down from \$30, effective in the U.S. through October 31.

**BERT J. DYBLE** has been promoted to Executive Director, Research and Product Development, for the Writing Instrument Group, and **DONALD F. DRAHEIM**, to General Production Director at Arrow Park. Both Mr. Dyble and Mr. Draheim report to **STANLEY DOVEY** (Vice President – Manufacturing and Product Engineering). Mr. Dyble had been head of Manufacturing and Quality Assurance Operations and has been with Parker for 17 years. He has been in Janesville since 1978 after working at Parker Pen Co., Ltd. Newhaven, England. Mr. Draheim, formerly Director of Production and Shipping at Arrow Park, has been with the company for over 25 years.

**ANNE RUSSO** has been named Marketing Materials Coordinator, reporting to **PAULA FALK**, Manager, Marketing Materials, U.S. Marketing. She will assist Mrs. Falk in the development, procurement and production of marketing and sales promotion materials for the U.S. Retail Division. She will also assist with audio-visual services for the Janesville operations. Ms. Russo joined the company in 1980 as Personnel Representative.

**GARY TOEDTLI** has been appointed Account Manager for the St. Louis region, reporting to **WILLIAM ENGLEHART** (Midwest Region Manager). He was previously employed as an account manager in the St. Louis area with Hallmark Company.

The news bulletin of the Writing Instrument Manufacturer's Association reported that a security firm's survey revealed that pens are on a list of items most frequently stolen from supermarkets. Topping the list are socks, and women's cologne is the second most popular pilferage target.

## PEOPLE TALK

**CLARENCE MANZ** (General – One Parker Place) noted his 40th anniversary on the 14th. **MYRTLE O. TROSTEM** (Supervisor – Telephone Wire Communications and Office Equipment) marked her 59th year of service on August 17.

# SHOPTALKER

for  
Parker Pen  
Employees

August 30, 1982

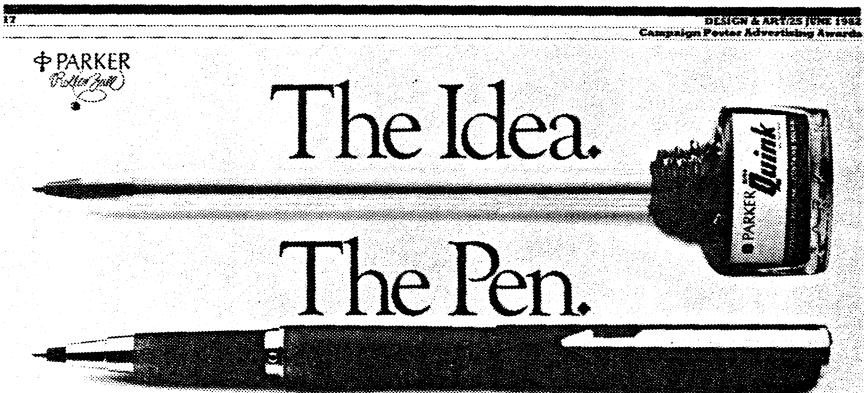
1121

**A Parker Pen United Kingdom billboard advertisement for the Arrow matte black roller ball was awarded a Certificate of Excellence in the annual Design & Art magazine Campaign Poster Advertising Awards program for 1981. The prize-winner was entered in the Domestic Products category, with the campaign created by the ad agency of Lowe and Howard-Spink, London. JACQUES MARGRY is the Managing Director of Parker UK operations, and BARRIE ROBINSON is the Sales and Marketing Manager. Both the Arrow Park-made Arrow matte black roller ball and RB-1 roller ball, produced at the Newhaven plant, were well received by the UK trade and consumer during the sell-in effort last year.**

**MARVIN G. BARNES** has been appointed Director - Department of Facilities and Services for the One Parker Place Complex, according to **AL DIOTTE** (Executive Vice President - Administration). Mr. Barnes will assume responsibility for maintenance, appearance, security and office layout for the headquarters complex, in addition to his current supervisory duties in Office Services. He joined Parker in 1957 and had been assigned various accounting, budget and office management positions. He is a graduate of the University of Wisconsin. In a related announcement, **MRS. PHYLLIS ANDERSON** has been named to the new post of Supervisor, Word Processing and Printing -- and **MRS. ANNE NAESER** (Supervisor, Record Center) has assumed the additional duties of supervising the Mail Center. Both report to Mr. Barnes. Mrs. Anderson will supervise word processing at One Parker Place and Arrow Park as well as in-house typesetting and printing functions. Mrs. Naeser's additional duties will include supervision of mail distribution to and from Parker headquarters in Janesville.

**ACCOUNT EXECUTIVE KARL MYERS** (New York City) reports that Bloomingdale's Department stores will be using a Parker Lucky Curve, Duofold and Vacumatic as part of an in-store promotion for New York and Washington, D.C., area stores on the theme of **AMERICAN PIONEERS**. The storewide promotion will run up to mid-November. Bloomingdale's PR Manager, Janice O'Connor, says that the idea behind the promotion is to raise customer awareness of the great American brand names -- sold at Bloomingdale's -- that have survived and thrived because of excellent product quality and service over the years.

Demand continues for the Parker-sponsored study on international business gift protocol that was issued as a publicity and public relations program last November. **More than 2,400 copies** of the report have been ordered at \$5 each by companies, governmental agencies and individuals from throughout the U.S. and other countries. In addition, Parker Japan plans to translate the work for a promotional program there, Parker Germany has ordered 250 copies for requests being made of them and Parker Canada recently inquired about an order of 600 copies. Any employee who wants a free copy of the 29-page report should jot a note to Lois Puerner, Public Relations, One Parker Place.



The new Parker Roller Ball from £1.95 to £35.00.

Certificate... Parker and Lowe and Howard-Spink was in the domestic products category

Award-winning billboard advertisement for the Arrow in United Kingdom.

# SHOPTALKER

for

Parker Pen  
Employees

September 7, 1982

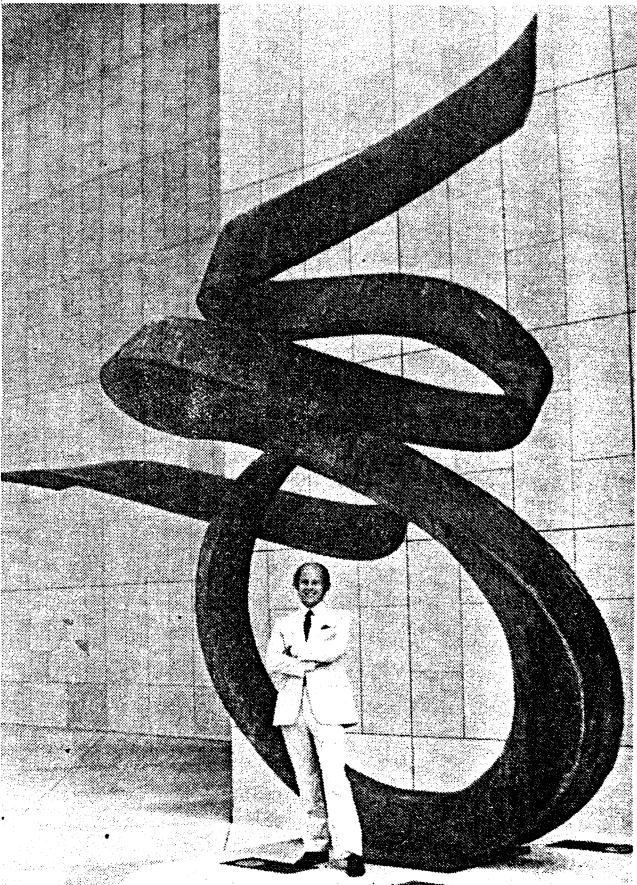
1122

The etched glass division of Parker-Garrick, Inc., Dallas, has recently been sold to Krane Manufacturing Company, a decorative glassware operation in St. Louis, Mo., according to **JAMES A. LEIDICH** (Executive Vice President). The company announced in June that it was seeking a buyer for the glass operation of the Dallas - based division. The writing instrument imprinting division of the business is being moved to Panoramic Corporation, Janesville, and will continue to serve the specialty advertising and premium incentive trade. The company is currently seeking a buyer for the Dallas building and property which formerly housed the Parker-Garrick operation. In a related announcement by **JOSEPH R. TEMPLET** (National Sales Director), **GARY DIETERICH** has been named National Sales Manager of the Janesville - based Specialty Products Division. He is coordinating the relocation of the pen imprinting business and will manage the U.S. Division's advertising specialty and premium sales operation. Mr. Dieterichs has been associated with Parker ad specialties since 1974. He is a graduate of Mankato State University, Mankato, Minn.

A series of appointments for the U.S. Manufacturing Operations have been made to improve the factory's ability to contribute to the Writing Instrument Group's manufacturing organization, according to **DON DRAHEIM** (General Production Director). **CHARLES TOMKOVICK** has been promoted to Director of Quality Control and Industrial Engineering. Prior to that, he was Manager of Industrial Engineering, having been hired in that capacity this past June. He will report to Mr. Draheim. **RICHARD EDWARDS** has been promoted to Director of Production and Shipping and Industrial Relations, reporting to Mr. Draheim. He was previously Labor Relations Administrator, and most recently, Manager, Industrial Relations. Before joining Parker in 1980, he worked at Sundstrand Corp., Freeport, Ill., as a personnel manager. Mr. Edwards received a bachelor's degree in personnel and human relations from Northern Illinois University, in DeKalb, Ill. **GORDON ERICKSON** will be reporting to Mr. Tomkovick in the capacity of Manager, Industrial Engineer. Prior to joining Parker, this past June, Mr. Erickson was an industrial engineer with Butler Mfg. Co., in Fort Atkinson. Previous to that, he held positions in engineering at John Morrell & Co., Sioux Falls, S.D. Mr. Erickson graduated magna cum laude from Augustana College, Sioux Falls, with a bachelor's degree in math and physics.

**UPDATE: HISTORY OF WRITING FILM** ... The half-hour version of the Parker - sponsored documentary, "**Alphabet: The Story of Writing**," has been shown to more than 850 audiences across the U.S. since its introduction last November. The film is on reserve for an additional 383 audiences through June of next year, with additional requests coming in to the distributor daily. Audiences for this public - service, educational program have ranged from high schools and colleges, to calligraphy groups, TV stations -- and even a competitor (Hallmark). The objective of the free - loan program is to associate this award-winning production -- the only one available on this topic today -- with the brand name, Parker, in the minds of those who have an opportunity to view it. Groups in the Janesville area may borrow copies of the film from the Janesville Public Library. Donald Jackson, Royal Scribe to the Crown of England and on - screen narrator for the production, is shown at right.

Calligrapher and Royal Scribe Donald Jackson  
at One Parker Place sculpture, Calligraph.



# SHOPTALKER

for  
Parker Pen  
Employees

September 13, 1982

1123

Additional appointments at the Arrow Park manufacturing facility have been made recently by **DONALD DRAHEIM** (General Production Director). **CHARLES NEKOLA** has been named Manager of Quality Engineering, reporting to **CHARLES TOMKOVICK** (Director of Quality Control and Industrial Engineering). He joined the company in 1980, following a post as quality control manager at Regdon Corp., Brookfield, Ill. He is a graduate of the University of Illinois with a bachelor of science degree in physics. **JEROME FLYNN** has been appointed Manager of Toolroom and Maintenance. Mr. Flynn has served as General Manager of the Trent, East Troy, Wis., operation from 1969 until its recent closing due to consolidation of manufacturing in Janesville. He joined Parker in 1956 as chief of the Model Shop. Mr. Flynn reports to Mr. Draheim. **WILLIAM PAYNE** has been assigned as Project Engineer, North End Operations, working with **WILLIAM HOFFMAN**, who plans retirement in October. Before joining Parker in 1974, he attended Georgia Tech University and held various engineering positions with Scripto, Inc., Atlanta. Mr. Payne reports to **JAMES KUKUK** (Director, Manufacturing Engineering).

Account Manager **GEORGE CHOINIERE** (Boston) reports the completion of a successful promotion in August at Bromfield Pen, downtown Boston. Working with store manager George Salusto, who was looking for a way to raise traffic, Mr. Choinere offered free copies of the Parker study on international business gift protocol to customers who tested Parker products. Pleased with the offer, Mr. Salusto **gave Parker a full window** to display Parker, a montage of publicity generated by the study and an authentic reproduction of a rare 16th Century Florentine lap desk that was offered as part of a special drawing among those who purchased Parker.

The Family Tree of Parker products was also displayed at the pen counter. In a report to **JOHN GEARY** (Director – U.S. Trade Relations), Mr. Choiniere passed on the message from Bromfield that the promotion continues to "generate many additional sales of Parker merchandise that might not have been made otherwise." Bromfield also reported a depletion of their stock of 100 gift studies within two weeks of the offer. Bromfield Pen is a long-time Parker retailer.

The **WRITING INSTRUMENT MANUFACTURERS ASSOCIATION (WIMA)** recently reported that industry imports for the first half of 1982 rose to more than \$4.3 million, a 20 percent increase over import levels of about \$35 million for the same period last year. At the same time, U.S. writing instrument industry exports continued their decline, some 15 percent for the same period, from \$68 million last year to some \$58 million this year. WIMA cited the strong dollar and a sluggish world economy for the deteriorating condition. The report stated that total industry exports **will be dropping from some 20 percent of all writing instruments sold, to only 15 percent this year**, contributing to the nation's trade deficit.

## PEOPLE TALK

Six Parker employees have reached — or will reach — the 40-year service anniversary mark with the company this month. They are **CHARLES COLLINS** (Production & Shipping) on the 1st; **DONALD STAALAND** (Shipping), on the 6th; **DONALD CORKHILL** (Molding), on the 8th; **ROBERT JOHNSON** (Molding), on the 14th; **JOHN NEUMUELLER** (Production & Shipping), on the 15th; **CLARENCE ELLIS** (Molding), on the 21st. Noting his 25th service anniversary on the 1st was **ERNIE ELLIS** (Manufacturing Engineering). Congratulations to each.

# SHOPTALKER

for

Parker Pen  
Employees

September 20, 1982

1124

1123

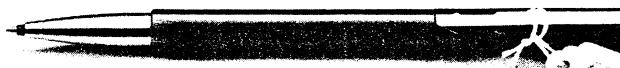
PARKER PEN UNITED KINGDOM is conducting an aggressive back-to-school campaign designed to peak consumer's interest, according to **BARRIE ROBINSON** (U.K. Sales and Marketing Manager). One aspect of this major "consumer pull-through" campaign is a two-part competition to win an expense-paid Florida holiday for four. The first part asks customers to submit a paragraph on the Parker product features which they consider most important. The second part requires them to write in ten words or less, why a Parker product was purchased. A trade advertising program explains the rules and incentives of the holiday competition. Another aspect of the campaign features free initialling on any Parker 25 product purchased. An outdoor billboard campaign is underway to raise consumer interest in this aspect of the program. Mr. Robinson has described retailer response as "excellent," with thousands of entry forms returned to date. The UK company anticipates continued good response during the remaining weeks of the program. The average price paid for the Parker products in this program has been \$8.11, according to Mr. Robinson.

**C. EDWARD LITTLE** (Manager, National Marketing Services) has announced that this fall's advertising campaign in support of the Jotter and Classic Sweepstakes program has been approved. The publications and issues in which the ads will appear are: 1) **TV Guide**, November 27; 2) **People**, November 29; 3) **Family Circle**, December 7; 4) **Redbook**, December 1; and 5) **Metropolitan Home**, December 1. The amassed circulation for the magazines is 32 million.

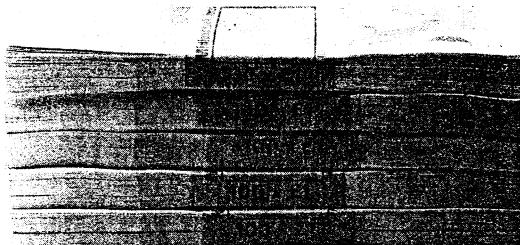
CANADIAN COMPANY BECOMES MARKETING ORGANIZATION - **WILLIAM H. JUDD** (General Manager - Parker Canada) announced last week that Parker Pen Canada will close its manufacturing and assembly facilities on December 31. "The company will continue to market its products in Canada, but will import completely assembled writing instruments from Parker's two main manufacturing plants - Newhaven, England, and Arrow Park. Marketing, sales, imprinting, distribution and repair operations will remain in Canada," said Mr. Judd. The move was made as part of the Writing Instrument Group's worldwide manufacturing consolidation program, required because of the effects of the worldwide recession on Parker sales. The Canadian company was formed in 1923 and is located in Don Mills, near Toronto, Canada.

**FRANCESCA ANNE MULLER** has been hired as an Account Manager for Los Angeles, reporting to **MICHAEL KLISTER** (Western Region Manager). She was previously employed with Norwich-Eaton in Los Angeles as a territory representative - trainer and, before that, as a district manager for Publishers Guild in Los Angeles and Boston. She graduated with a bachelor's degree in fine arts from De Pauw University in Greencastle, Ind., in 1975.

**National Card and Letter-Writing Week** is being held this week with the sponsors' major objectives being: to focus attention on the power of the written word and letter-writing to shape opinion and preserve memories, to stress the importance of mail in binding friends, families and the nation together, and to highlight the theme that letters lift spirits. The information program is co-sponsored by the U.S. Postal Service, National Council of Teachers of English and a number of other educational organizations.



The pen.



The profit.

A £500 profit on a £2.50 pen?  
Before you rush off to open a  
Swiss Bank account, let us explain.  
The £500 is not really a profit,  
but a prize.

During June, July and August,  
we're running an in-store competition.

The eventual winner receives  
a 2 week Jetsave holiday in Florida  
for four people.

Any customer buying a Parker  
pen has a chance to enter, and  
should one of your customers win,  
you receive the £500 shown above.

To make sure people buy  
Parkers, we're featuring the Roller  
Ball and the Parker 25 in a £280,000  
poster campaign. Utilising some  
2,500 national sites.

So you can look forward to some  
busy weeks ahead.

There'll be increased sales to  
cope with. Entry forms to hand out.  
And also one rather difficult  
decision to make.

How you'll spend that £500.  


The Parker Pen Co. Ltd., Newhaven, East Sussex BN9 0AU. Telephone Newhaven (07912) 3233.

*The trade advertisement for the Florida competition.*

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# SHOPTALKER

September 27, 1982

for  
Parker Pen  
Employees

1125

**The 1982 U.S. Writing Instrument Market Cooperative Advertising and Promotional Planner** has been completed and is now ready for use by the numerous publics that receive it. U.S. Account Managers receive copies of the planner for their accounts. **The purpose of the cooperative advertising plan is to encourage dealers to place the ready-made Parker ads and/or scripts, included in the planner, in their local advertising media.** The commercial messages in the planner usually coincide with Parker's national advertising efforts. "This way, the consumer knows where to find the merchandise locally," **PAULA FALK** (Marketing Materials Manager) explained. Parker Pen pays 100 percent of the expenses up to 10 percent of the retailer's net as an incentive to advertise. The planner is also sent to wholesalers and catalog merchandisers. The art and copy for the planner was produced by U.S. Marketing Services and Parker's Advertising agency, Olgilvy and Mather, according to **C. EDWARD LITTLE** (Manager, National Marketing Services).

A full-page advertisement for Parker's "Write Your Own Ticket" Sweepstakes was featured in **Western Office Dealer**, a dealer trade publication for wholesalers and retailers on the West Coast. **The Pen Shop**, a major office supplies wholesaler with stores in Southern California, Northern California and Arizona, placed the message. The ad shows the Jotter and Classic Sweepstakes displays under the headline, "Bring This World of Sales Excitement To Your Store--Over 3.5 million dollars in advertising and promotional support."

**BERK TEPPEN** has been hired as an Account Manager for the Chicago area, reporting to **WILLIAM ENGLEHART** (Northern Region Manager). Mr. Teppen was previously employed with Pentel of America in Elk Grove Village, Ill., as a sales representative and with Bell & Howell in Denver, Colo., as a sales representative. He graduated with a bachelor's degree from Southern Illinois University, Carbondale, Ill., in 1972.

Some kind words from a June K. McCarthy, Franklin, Maine, about her Parker Lady fountain pen: "This Parker pen you are now seeing in action **has a longevity of 22 years**. Not too bad. It was a gift to me when I lived in England for many years. It was misplaced for a while in 1967, but, apart from that, has been used continuously. If you did need an endorsement, which I doubt, this one is free and obviously unsolicited." Her postscript read: "I have nothing against ballpoint pens, but this still has more class."

## PLE TALK

**JEAN DULLER** (U.S. Domestic) marks her 35th year of service on September 29. Both **RUTH TOOK** (U.S. Domestic) and **JARRETT GOODMAN** (U.S. Domestic) mark their 25th year on the 30th.

## "Write Your Own Ticket" Sweepstakes.

You should also schedule your Parker advertising around this year's exciting "Write Your Own Ticket" Sweepstakes.

Throughout this promotion, we're giving away two 2-week all-expense paid vacations to any city on the winning continent, along with thousands of other fabulous prizes.

That's more than enough incentive to get customers to stop by your store and fill out an entry blank. Not to mention customers who come in to match their game card to your sweepstakes display.

And since the sweepstakes revolves around the heaviest gift buying season of the year, you can expect an overwhelming response.

Here's how to play.

Your customers will find official game



cards in fall issues of People, TV Guide, Family Circle, Redbook, and Metropolitan Home.

Scratching off the silver spots on these cards reveals hidden continents or baggage claim numbers.

To find out if they've won, customers have to bring their game cards into your store and visit the Parker display.

If the continent on their card matches the one on the display, they win a 2-week, all-expense paid holiday for two in any city on that continent.

If their baggage claim number matches, they take home one of these terrific prizes—a portable Toshiba video cassette recorder, 35 mm Nikon camera, Seward luggage set, or a Hammond world atlas.

But the sweepstakes doesn't stop there. The Parker display also has entry blanks for our big "2nd Chance" Drawing.

This way, everyone can come home a winner. Not only are we giving away thousands of wonderful prizes, but we're offering a very special savings on our world-famous Jotter and Classic.

So don't pass up this golden opportunity to increase your sales.

Make sure you take full advantage of the "Write Your Own Ticket" Sweepstakes. And use the dealer ads, .30 and .60 radio spots and display illustrations we've designed especially for you.

 PARKER

Instructions to dealers on the use of coop ads for dealers in support of the Parker Sweepstakes.

# SHOP TALKER



for  
Parker Pen  
Employees

October 4, 1982

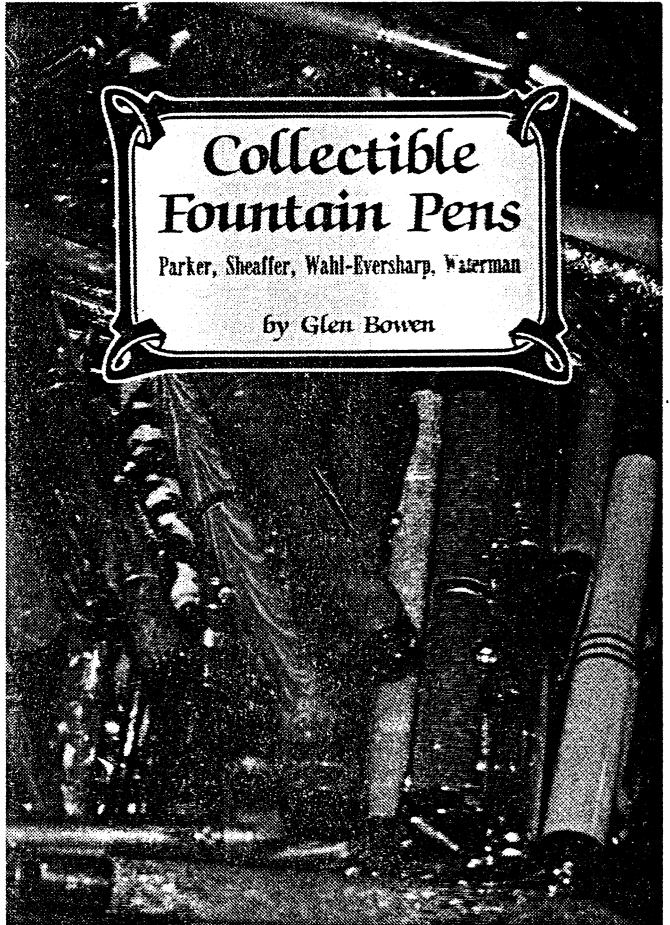
1126

**The Parker Pen Company is extensively represented** in the newly published 314-page book titled, "Collectible Fountain Pens," by Glen Bowen. The author calls the book the most definitive reference source for antique writing instrument collectors and enthusiasts to identify, date and price early fountain pens. The section on Parker contains a detailed version of its early history, an extract of the most major product introductions, a pictorial progression of the most significant national advertising and a pictorial chronology of the pens and pencils along with their current values. Parker, Sheaffer, Wahl-Eversharp and Waterman are the principal manufacturers represented in the book. Mr. Bowen writes, "The Big Four--Parker, Sheaffer, Wahl-Eversharp and Waterman--were selected for this guide because they represent the majority of quality fountain pens available today." Copies of this book may be ordered at \$16.95 postpaid from the publisher: Glen Bowen Communications, 2117 Linneman Street, Glenview, Illinois, 60025.

**R. PATRICK HOAGLAND** has been hired as an Account Manager for the Oklahoma, Arkansas and Texas panhandle, reporting to **MICHEL CANFIELD** (Southern Region Manager). He was formerly employed with G.I.M. Corporation in Rapid City, S.D., and with Johnson & Johnson in New Brunswick, N.J. as a salesman. He graduated from Iowa State University in Ames, Ia., with a bachelor's degree in business administration in 1971.

**RICHARD HOLZNECHT** (Janesville Service Manager/W.I.G. Service Coordinator) recently received a letter of thanks from Torger G. Thompson, Mountainsburg, Ark., for the prompt and excellent service he received on his Classic ball pen. He wrote, "The pen has very sentimental attachments, since it was used throughout my research in the now famous 'Miracle at Pentecost' painting which took nine years to complete and is now being displayed in a \$2 million dollar building erected to house it at the Biblical Arts Center in Dallas, Tex." Mr. Thompson is the artist of the 124-feet wide by 20-feet high painting which depicts the miracle of the day of Pentecost.

**SHIRLEY STORCK** has been promoted to the position of **Data Entry Supervisor** with total responsibility for the operation, organization and staffing of the data entry section. She reports to **DENNIS JOHNSON** (Manager, EDP Operations). Data Entry areas of responsibility include payroll, accounts receivable, accounts payable and production work for the U.S. Manufacturing facility. Mrs. Storck has been with the company for over 25 years in the Data Processing Department.



The cover of the book "Collectible Fountain Pens" in which Parker is featured.

## PEOPLE TALK

**CLARENCE AUSTIN** (Shipping) had his 40-year service anniversary on October 1. **MARGARET POWERS** (Personnel) marks her 35th year on the 9th. **GEORGE PARKER** (Chairman of the Board) observed his 30th year with the company on September 29.

# SHOPTALKER

for  
Parker Pen  
Employees

October 11, 1982

1127

**The "Write Your Own Ticket" Sweepstakes** advertising for this fall and pre-Christmas season is set for publication in TV Guide, People, Family Circle, Redbook and Metropolitan Home beginning in late November. The basic promotion includes a price reduction on Jotter and Classic ball pens and sets at the point-of-purchase with a two-way chance to win trips and prizes.

The first way is by matching the continent depicted on a game card from one of the publications to the continent at the consumer's local dealer. The winners "Write Their Own Ticket" for a vacation anywhere on the continent selected, valued at up to \$10,000 per couple. If the consumer cannot match continents, but can match baggage claim numbers, he/she wins a merchandise prize. Another way to enter is by filling out an entry form at the display in the store and mailing it to Parker. This sweepstakes is a drawing, in which all prizes unclaimed in the match-and-win contest are to be awarded. The commercial objective of the sweepstakes is to get the consumer to the Parker displays to improve the opportunities for impulse purchases. Merchandise prizes include: 10 Toshiba video cassette recorders, 75 Nikon 35mm. professional cameras, 250 Seward four-piece luggage sets, and 2,000 Hammond world atlases. There will be 2,327 winners of prizes worth over \$120,000. **GENE SMITH** (Director-U.S. Retail Marketing Operations) noted that a considerable increase in Jotter and Classic sales, as well as an early influx of Sweepstakes entries, indicate a favorable consumer response to the program. Mr. Smith believes **the upcoming national advertising effort will increase awareness and traffic for the sweepstakes' price-off promotion sales efforts.**

**MANPOWER, INC.** was honored last Tuesday by being named one of five Wisconsin companies to earn an **EXPORT ACHIEVEMENT AWARD** in the 1982 competition of the Wisconsin state Governor's Advisory Committee on International Trade. Manpower was acknowledged for successful exporting of its temporary help service system to more than 30 countries abroad. Accepting the award from Governor Lee S. Dreyfus was **JOEL BILLER**, Senior Vice President of International Corporate Affairs. Other Wisconsin corporations honored for their involvement in foreign trade were: The Trane Company, La Crosse; General Robotics Corporation, Hartford; The Larsen Company, Green Bay; and Renk International Ltd., Sun Prairie. Manpower, acquired by Parker in 1976, has grown to become the leading supplier of temporary help in the world with 1982 sales of more than \$480 million.

## PEOPLE TALK

**VIOLET BEHL** (Shipping) notes her 40th year with the company on the 15th. **JOHN MAIR** (Toolroom) marks his 25th anniversary on the 14th.

Enter the Parker Pen "Write Your Own Ticket" Sweepstakes.



Your dream vacation may have already come true! But you can't start packing unless your card matches the Sweepstakes display at a nearby participating Parker Dealer. Or, you can enter by filling out one of the "Second Chance" entry forms at the dealer.

Or get up to 55% off on the always dependable Parker Jotter.

One of these exciting consumers could be as close as your nearby Parker dealer.

Two Grand Prizes

Match the continent to one of those on the Sweepstakes display and you're off on a 2 week trip to the city of your choice on the winning continent. Includes airfare, accommodations, meals, and all expenses up to \$10,000.

Over 2300 "Baggage Claim" Prizes

Match the Baggage Claim Number on your card and you'll claim one of these special prizes: 10 portable Toshiba Video Cassette Recorders, 75 Nikon 35mm professional cameras, 250 Seward 4 piece luggage sets, Or 2000 Hammond World Atlases.

Just the ticket for your next vacation.

**PARKER**

The advertisement for the Parker "Write Your Own Ticket Sweepstakes" that will be placed in magazines with an amassed circulation of over 32 million.

# SHOP TALKER

for

Parker Pen  
Employees

October 18, 1982

1128

The company announced last Thursday a loss of \$4.7 million in the second quarter ended August 31 as a result of a one-time restructuring costs of \$5.4 million. **JAMES R. PETERSON** (President and CEO) reported that net earnings before restructuring costs resulted in net after-tax profits of \$666,000, or 4 cents per share, down from \$5.1 million, or 30 cents per share, from the second quarter last year.

Mr. Peterson noted that operating profits for the quarter were **largely the result of the performance of Man-power, Inc.**, which reported pre-tax operating profits of \$8 million for the period compared with \$8.9 million a year ago. The Writing Instrument Group sustained a loss of \$2.2 million compared with a profit of \$2.4 million last year.

Mr. Peterson said that the program of restructuring the Writing Instrument Group to significantly lower the costs of manufacturing and marketing Parker products has substantially been completed. "We don't anticipate the need for additional charges of a material nature. The one-time restructuring costs included consolidation of facilities, a discontinuation of non-profitable products and a reduction of about 25 percent of the Group's worldwide workforce -- mostly overseas employees. **This will result in an enhanced competitive position and substantially improved profits in future years**," he said.

Parker's U.S. Retail Writing Instrument Team participated in the National Office Products Association (NOPA) Show at McCormick Place in Chicago from October 8-10. A major 30-foot exhibit was erected to display the full line of Parker products, highlighting the "Write Your Own Ticket" Sweepstakes displays for the Jotter and Classic lines shown. Representing the company were **PETER KIBBLE** (Vice President & Area Manager-North American Area), **JOSEPH TEMPLET** (Director, National Sales), **GENE SMITH** (Director of U.S. Marketing Operations), **JOHN GEARY** (Director-U.S. Trade Relations), **C. EDWARD LITTLE** (National Marketing Services Manager), **PAULA FALK** (Marketing Materials Manager), **URBAN CANFIELD** (Wholesale Sales Manager), **WILLIAM ENGLEHART** (Midwest Region Manager), **BERK TEPPEN** (Account Manager-Chicago), **MIKE HINDERLIE** (Account Manager-Chicago), and **TERRY BOSE** (Account Manager-Detroit). These people also held private conferences with leading national retailers and wholesalers to map strategy for upcoming Christmas promotions. According to Mr. Templet, while show officials reported that show attendance was down from past years because of the recession, it appeared that this year's participants were far more intent on finding out how to run their businesses more profitably and efficiently. NOPA is the primary trade association for U.S. stationery retailers and allied retail outlets such as quick print shops, and gift and card shops. More than 15,000 retailers attended the show this year.

**JAMES R. PETERSON** (President and Chief Executive Officer) and **J. REED COLEMAN** (Chairman and President of Madison-Kipp Corporation and a member of Parker's Board) were recently elected directors of Competitive Wisconsin, Inc., a statewide group with plans to improve venture capital formation within the state. The goal of the group of business, labor, education and farm leaders is to promote business development, job creation and improve the climate for business expansion in Wisconsin.

## PEOPLE TALK

Both of these men will mark their 40th year with the company: **EDWARD HOFFMAN** (Manufacturing Engineering) on the 19th and **GEORGE COURTNEY** (Planning & Control) on the 20th. Congratulations!

# SHOPTALKER

for  
Parker Pen  
Employees

October 25, 1982

1129

**ROBERT H. BARNSLEY** has been appointed **Controller of the company's Writing Instrument Group**. He comes to Janesville headquarters from Zug, Switzerland, where he served most recently as Financial Manager for Europe/Africa/Middle East. He joined Parker in 1969 as Finance and Administration Manager and a director of the United Kingdom company, Newhaven, England. Mr. Barnsley was educated in England and has qualified as a member of the Chartered Institute of Secretaries, England. In his new post, he will report to **MANVILLE SMITH** (Group President). Mr. Barnsley and his wife will relocate in the Janesville area in the near future.

**A number of major issues were covered at the Parker Board of Directors meeting** which was held on October 12 at corporate headquarters. The report of the six months' sales and earnings was reviewed, along with the program of restructuring the Writing Instrument Group to lower costs of manufacturing and marketing products. Another focal point of the meeting was review and approval of the voluntary separation plan for employees of the U.S. Writing Instrument Group.

**LES KENNETH FAIRCHILD** has been hired as an Account Manager for the Los Angeles area, reporting to **MICHAEL KLISTER** (Western Region Manager). He was formerly employed with Berol USA as a sales representative for the Los Angeles area and with the Noxell Corp. as a sales representative for the Columbus, Ohio, territory. Mr. Fairchild graduated with a bachelor's degree in business administration in marketing/selling and sales management in 1978 from Bowling Green State University in Bowling Green, Ohio.

**The Parker booth at the NOPA Show in Chicago featured a drawing for a one ounce, 24K gold piece in the shape of a Parker Arrow pocket clip.** Eligible for the prize were retailers, wholesalers, clerks, buyers, managers and owners of office products outlets who registered for the contest. Mr. James Duke of the S.P. Richards Company in Atlanta, Ga., one of Parker's wholesalers, was the winner out of the over 1,000 entrants in the drawing.

Parker's Service Department recently received a letter from customer Lawrence A. Lyman, who wrote regarding the service he received on his Parker 75 Fountain Pen. **"You are a top example** of what, in my opinion, a company ought to do with customer service. Prompt service, with a reasonable charge. I just wanted to personally thank you, because this is not my usual experience when attempting to have a product taken care of satisfactorily. You have renewed my faith that there is at least one company around who still cares about their customers."



Robert H. Barnsley has recently been appointed Controller of the company's Writing Instrument Group.

## PEOPLE TALK

**RAYMOND SPRY** (Ballpoint) marks his 40th employment anniversary on October 27.

# SHOPTALKER

November 1, 1982

for  
Parker Pen  
Employees

1135

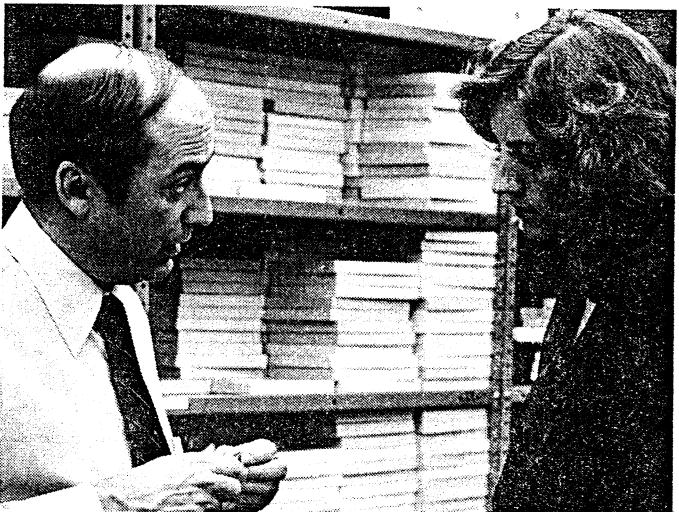
Parker's Specialty Products Division has completed its move from Dallas, Tex., to The Panoramic Packaging Division building in Janesville after the decision was made this summer to sell the Garrick Glass Division. Krane Manufacturing Co., St. Louis, Mo., producer of glassware ceramics and plastic bottles, purchased the glassware division in August.

The division began moving its operations in July to Panoramic, with full operations back on track by September 1. The division's four main areas of production are: hot stamping, engraving, silk-screening, and emblematics. According to **HANS VON ALLMEN** (Manager, Specialty Products Division), the transition was a relatively smooth one. A total of 35 employees are now assigned to the operation in Janesville. Mr. von Allmen said that "things are going pretty well. Business is on the increase." **GARY DIETERICHS** (National Sales Manager, Specialty Products Division), who also moved from Dallas, believes that the move went pretty well and that orders are presently being delivered on time to customers. The Specialty Products Division markets Parker writing instruments with logos, emblems, commercial inscriptions or messages that are used as business premiums or incentives, awards or advertising specialty items for businesses and other organizations through a network of distributors.

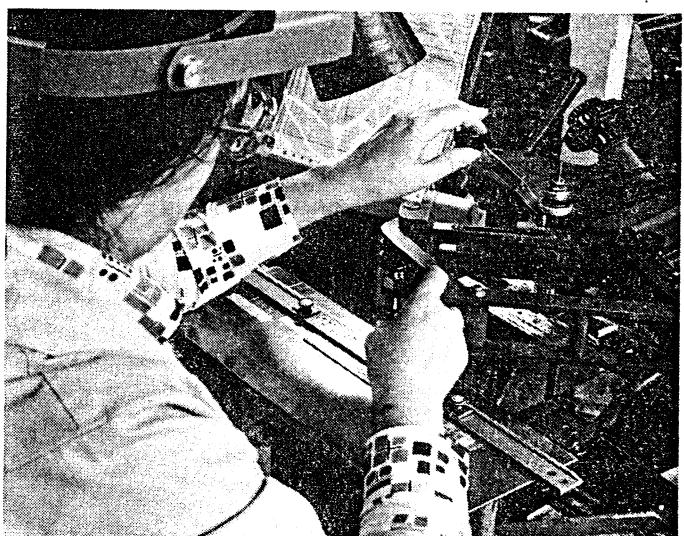
**The 1982 United Way Campaign at The Parker Pen Company has been kicked off** and will proceed with solicitation meetings at One Parker Place and Arrow Park from November 2-4. Employees will attend half-hour meetings to view the eight-minute United Way film, "The Personal Story," starring Roger Staubach and other National Football League stars. This year's company campaign goal is \$36,000 and the Janesville community goal has been set at \$499,998. **WILLIAM FAUSAK** (Director, Internal Audit), 1982 United Way Chairman, believes that this year's drive will be a successful one because "employees realize that when they give to the local service agencies of the United Way, which improve the quality of living for everyone, that they are helping their neighbors as well as themselves."

## PEOPLE TALK

**JANE DOERING** (Service Department) notes her 40th year of service with the company on November 2. Congratulations, Jane!



HANS VON ALLMEN (Manager, Specialty Products Division) and CATHY JACOBSON (Customer Service Representative).



JEAN WILDE works on engraving a Parker writing instrument in the Specialty Products Division.

# SHOPTALKER

for  
Parker Pen  
Employees

November 8, 1982

1139

Parker's U.S. Specialty Products Division is part of a business that does **more than \$3 billion worth of sales** each year in the U.S. alone. The National Sales Department of the Division, under the supervision of **GARY DIETERICHS** (National Sales Manager, Specialty Products Division), currently has a staff of five Account Managers who work with about 900 distributors (out of some 4,500 in the U.S.) who are authorized to sell Parker to businesses, associations, governmental agencies and other organizations that use specialty advertising products. The distributors, in turn, have their own sales staffs who sell a broad line of merchandise, including Parker, to the end customers. According to Mr. Dieterichs, the imprinted Jotter is the best selling specialty product and the Parker "Window Jotter," that carries the customer's message, is the most unique. Regarding Parker's presence in this industry, Mr. Dieterichs notes that -- while there are thousands of specialty products that range from premium luggage to key chains and disposable pens -- Parker is popular because customers realize that giving a quality product to their clients reflects positively on themselves. The Specialty Products Account Managers are: **CLARENCE BEERS** (Western Region), **JACK HANSEN** (Northeastern Region), **CHARLIE NORRIS**, (Southeastern Region), **MARI ANN PURRIER** (Southwestern Region) and **BOB SNAVE** (Eastern Region). A search is underway to hire two additional salespersons for the staff. The National Sales Department for Specialty Products reports to **JOSEPH TEMPLET** (National Sales Director).

Two announcements have been made in the Writing Instrument Group Manufacturing and Engineering Operations. **GARY FADER** has been hired as **WIG Manufacturing Area Controller, reporting to STAN DOVEY** (Vice President, WIG Manufacturing and Engineering Operations). He previously worked as director, cost accounting and manufacturing control, for Occidental Petroleum in Houston, Tex., and as controller of Operations for Consolidated Aluminum in St. Louis, Mo. Mr. Fader has a bachelor's degree in accounting from the University of Wisconsin-Milwaukee. He is a Certified Public Accountant. **JOSEPH RUNYAN** has been promoted to the position of Arrow Park Plant Controller, reporting to Mr. Fader. Mr. Runyan started with the company in 1980 as Cost Accounting Supervisor. Before coming to Parker, he was an accounting manager at Ray-O-Vac in Appleton and before that, was an internal auditor with ESB Inc., the parent company of Ray-O-Vac in Philadelphia, Pa. He has a bachelor's degree in accounting from Pennsylvania State University, University Park, Pa., and a master's degree in business administration from the University of Wisconsin-Whitewater. He is also a Certified Internal Auditor.

**Ink Spots, the employee publication at Parker Pen Canada, recently reported that several hundred premium and incentive buyers for top Canadian companies saw Parker's line of business gift writing instruments at the 1982 Canadian Premium, Incentive and Travel Show held at the International Centre, Toronto, September 28-30.** Featured were the 75 Laque, Classic, Arrow, 25 and Jotter lines. To generate sales leads, several prize drawings for show participants were held daily, with the winners receiving Arrow Matte Black ball pens and the grand prize winner receiving an Arrow Gold ball pen and pencil set. Prizes were awarded to personnel from such prestigious concerns as IBM, Fisher-Price Toys, Arrow Shirts, and other companies. Because of the show, four Arrow models and a Parker desk set have been selected for inclusion in the awards catalogue of Carlson Marketing Ltd., North America's leading sales incentive house, a \$2 billion a year company. Manning the booth were **WILLIAM H. JUDD** (General Manager), **T. DAVID LINDSAY** (Director of Sales & Marketing), **MICHAEL LAFORTUNE** (National Accounts Manager), **MARY BEESLEY** (Supervisor, Sales Services), **HEATHER ANDERSON** (Sales Co-ordinator), **FRED OESSEN** (Account Manager) and **CHARLES ROBERTSON** (Merchandising Consultant).

# SHOPTALKER

for

Parker Pen  
Employees

November 15, 1982

1140

**By noon of last Friday, a total of \$29,645.35 had been contributed by Parker employees to the United Way of North Rock County.** This is 82.3 percent of the total goal of \$36,000 to which 703 people have donated. The average pledge per employee to date has been \$42.17. Sixty employees donated their Fair Share, which equals or exceeds one hour's pay or one percent of salary, per month. Later this week, a special issue of **SHOPTALKER** will announce the final collection figures.

A story in the **Richmond, Va., Times-Dispatch** on the temporary-help business quotes Samuel Sacco, spokesman for the National Association of Temporary Services, as reporting that the **industry has grown by an estimated 17 to 22 percent per year during the last decade.** The article also reports that two companies in the U.S. -- **Manpower, Inc.**, and Kelly Services -- will account for roughly a quarter of the \$5 billion in industry revenues for the current year. However, the article notes that the current recession is having its impact on the industry leaders. A company spokesman for Manpower said that sales as of June 1982 were down by 4 percent. At Kelly Services, earnings were down 41 percent on a 4 percent drop in revenue.

**HENRY SCHLICHTING** (General Manager-Parker Mexicana) has been named one of six winners of the 1982 Sparkplug Awards presented by the Wisconsin Alumni Association. The honor goes annually to outstanding leaders among the association's more than 80 local alumni clubs around the nation and abroad. Mr. Schlichting is an active supporter of the University, serving on the Wisconsin Alumni Association's National Board of Directors and as a director of the Alumni Club of Mexico City. He graduated from the University of Wisconsin 1954 with a bachelor's degree in economics. Mr. Schlichting joined Parker in October 1970.

**INK SPOTS**, the employee publication of Parker Canada, reports that **BRUCE SMITH** (Account Manager-Southern Alberta) and **ALLAN GRELOWSKI** (Account Manager-Northern Alberta) reported that business was brisk in the Parker booth at the Calgary Gift Show held recently. Unlike some trade fairs, this was an order-writing show, and Mr. Smith and Mr. Grelowski booked \$15,000 in Christmas business during the three-day session.

Parker has a long history of memorable events in which its writing instruments have survived unusual disasters. **These extraordinary tales** were reported in the August issue of **Watchmaker, Jeweller and Silversmith** (a jewelry trade publication in the U.K.) and attest to the durability, quality and advanced technology which earmark Parker's writing instruments. For example, the shaggy cow story began when a farmer realized that one of his herd had swallowed his Parker 61 pen. She was taken in for an X-Ray and when the pen showed up in her stomach, the decision to operate was made. Another Parker survived three days bubbling away in a stock pot in the kitchen at Sheffield University in England. It turned up at washing time at the bottom of the pot among the remains of carrot and onion. Again the pen wrote the first time but Parker has no record of what the students thought of their soup! These are but two of many other "That's Incredible" sagas which **SHOPTALKER** will continue to report on in upcoming issues.

## PEOPLE TALK

**DEVRON MELOTTE** (Writing Instrument Group-Finance) marks his 25th year anniversary on the 18th.

# SHOPTALKER

for  
Parker Pen  
Employees

November 22, 1982

1141

**The U.S. Marketing Group**, in coordination with the Chicago office of its advertising agency, Olgilvy & Mather, **has created a three-rotation print advertising series** for placement in a number of widely distributed consumer publications during a four-week pre-Christmas selling period. The ads are designed to raise consumer perception of the performance superiority and technical excellence of Parker products. The campaign will be targeted to a general consumer audience exceeding **33 million prospective customers** by way of **TV Guide, People, Time, Newsweek, U.S. News, Sports Illustrated and The Wall Street Journal**. The theme of the first ad is: "Give them something they don't have. One good pen," which will appear the week of November 29. The second will run the week of December 6 and is headlined: "A pen is a pen is a pen. Isn't it?" The third ad visually compares the write-out capability of Parker to competitors A.T. Cross and Bic with the theme of "All pens write. More or less," which will appear the week of December 13. Ads will run through the week of December 20. With the exception of **The Wall Street Journal**, all publications go on sale about one week earlier than the cover date. **C. EDWARD LITTLE** (Manager, National Marketing Services) reports that these three ads were chosen and placed in each respective publication to reach the maximum number of potential purchasers in a cost-effective manner.

A recent article in the **Cleveland Plain Dealer** written by columnist Tom Brazaitis titled, "In Search of a Pen that Won't Run dr..." reviewed a number of writing instruments from different companies. In the author's effort to find the fail-safe ballpoint pen, he examined Cross, Bic, Sheaffer, Papermate and Parker. He wrote that "at Parker headquarters in Janesville, Wis., **RAYMOND SPAULDING** (Director of Product Development) said that his company's refill (\$1.29 on special) has an infinite shelf life ... because the tube that holds the ink is made of nickel-silver, not plastic. Plastic absorbs the ink." Mr. Spaulding was quoted as saying that the medium point Parker refill produces a line up to five miles long before running out of ink. He reported that it writes twice as far as a Cross and five times as far as a Bic. "Pens are put through rigorous testing, which includes going from 20 degrees below zero to 40 degrees above zero 50 times without failing to write," Mr. Spaulding noted in the article. The circulation of the **Cleveland Plain Dealer** is about **450,000**.

Give them something  
they don't have.



One good pen.

Consider a Parker Arrow ball pen. It won't smudge or skip like the one they may have gotten from the dry cleaners.

And it should write much longer than the giveaway model from the gas station. In fact, a Parker Arrow will write up to five miles on a single cartridge.

Of course, they'll have other things to be impressed with along the way. Like the smooth-writing tungsten carbide ball, finished to within two millionths of an inch of perfection. The distinctive clip in 22K gold electroplate, gleaming from 24 hours of polishing and diamond milling. The lifetime guarantee, honored around the world.

That's certainly not the kind of pen they could pick up just anywhere. It shouldn't be. It's coming from you.

Parker Arrow U.S.A. and Parker pens. \$1.29. Parker Arrow pens. \$1.29. \$1.29.

**PARKER**

*This is the first Parker ad in a series of three to be run in national publications this pre-Christmas sell-through period.*

(more)

**"A pen is a pen,  
is a pen. Isn't it?"**



Not exactly.

A Parker ball pen will write up to five times longer than most ball pens. And is so carefully constructed, the clip alone takes a minimum of nine separate steps to craft and 24 hours to polish.



Not exactly. A Parker ball pen will write up to five times longer than most ball pens. And is so carefully constructed, the clip alone takes a minimum of nine separate steps to craft and 24 hours to polish.

A Parker has a ball that's tungsten carbide. Microscopically textured to grip the paper to help prevent skipping or blobbing. Then finished to a tolerance of two-millionths of an inch.

A Parker has to breeze through 53 quality control checks. And hundreds each week are required to live through a grueling assortment of performance tests.

From having their buttons clicked in and out 50,000 times.

To being baked in an oven at 140°, then frozen at -20° (Not once but 50 consecutive times.) And then having to write perfectly, with out leaving a trace, once they warm to room temperature.

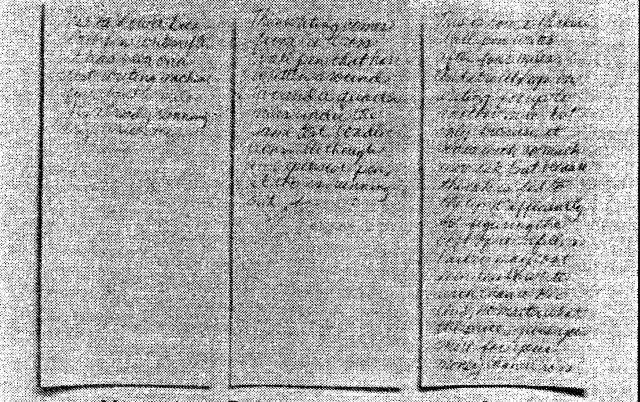
When a pen will do all this—and you can own one for as little as \$2.95—it's not just another pen at all. It's something of a small miracle.



**PARKER**

*This is the second in the ad series, focusing on Parker's technical excellence in writing instruments.*

**All pens write.  
More or less.**



Not exactly. A Parker ball pen will write up to five times longer than most ball pens. And is so carefully constructed, the clip alone takes a minimum of nine separate steps to craft and 24 hours to polish.

Not exactly. A Parker ball pen will write up to five times longer than most ball pens. And is so carefully constructed, the clip alone takes a minimum of nine separate steps to craft and 24 hours to polish.

Not exactly. A Parker ball pen will write up to five times longer than most ball pens. And is so carefully constructed, the clip alone takes a minimum of nine separate steps to craft and 24 hours to polish.

You can buy a Parker ball pen for as little as \$298. Or as much as \$950. Either way, you get a pen that writes as smoothly as smudge-free, as skip-free as Parker can make it. For up to five times longer than most ball pens.

Because no matter what pen we build, we expect it to write the best.



**PARKER**

*The third ad in the series compares write-out capability among Parker, Cross and Bic.*

One year ago, Parker launched the results of its study on international business gift protocol as a publicity effort to raise awareness of the Parker brand name during the introduction of the Arrow line of fine writing instruments. One year later, the study continues to generate publicity in leading publications. Recent articles on the study, crediting Parker as sponsor, appeared in: **THE WALL STREET JOURNAL, INDUSTRY WEEK, JOURNAL OF COMMERCE, CHICAGO TRIBUNE, SAN FRANCISCO EXAMINER & CHRONICLE, BUSINESS AMERICA** (U.S. Department of Commerce) and the **HARVARD BUSINESS REVIEW**, among others. To date, more than 3,800 copies of the study have been ordered by individuals and business organizations from around the world. The current price tag on the study brochure is \$7.

## PEOPLE TALK

**RICHARD ROGERS, JR.** (Account Manager, Southern Region) notes his 35th year with Parker on November 24.

There will be no **SHOPTALKER** issue published next week because of the Thanksgiving holidays.

# SHOPTALKER

for

Parker Pen  
Employees

December 6, 1982

1142

Two promotions have recently been announced in the Management Information Systems department by **NORMAN AULABAUGH** (Director, Management Information Systems). **ROBERT KARSTEN** has been promoted to the position of Computer Operations Manager, having previously been Senior System Analyst. Prior to joining Parker in 1980, he was manager, data processing, at the Chrysler Outboard Corporation in Hartford, Wis., and held other production and management information systems positions there before that. **RICHARD DILL** has been appointed to System Analyst and will assume responsibility for the projects Mr. Karsten had been working on. Mr. Dill joined Parker in 1980 after graduating from the University of Wisconsin-Whitewater with a bachelor's degree in business, majoring in computer systems management. He is a certified data processor.

Parker's Arrow Park tour guides sold writing instruments and represented the company in four local dealers last Saturday, and will do so again on December 11 as part of a special Janesville pre-Christmas promotion. Objectives of the program are to first sell Parker products during the pre-Christmas selling season -- a prime time to incorporate knowledgeable company representative as sales people at the heavily trafficked counters. A second goal is to strengthen local dealer relationships. Moreover, the Janesville community is reminded of the corporation's presence and identity. The guides appearing in Key Rexall at Creston Park, J.C. Penney's, Bergner's and Farm & Fleet are : **JANE BATTERMAN, BARB DROGSVOLD, MARY HENRY, JUDY INDGJER, JUNE LOERTSCHER, JAN O'MORROW, JANINE PETERSON, MICHELLE SCHULTZ, JEAN SCHUMACHER, AND GAIL WECKERLY**. The **Janesville Gazette** featured an article explaining the promotion as well as a co-sponsored advertisement announcing the "Write-Your-Own Ticket" Sweepstakes promotion and the times and locations of the guides' appearances.

**HOLIDAY SCHEDULE:** Both One Parker Place and Arrow Park facilities will be closed for extended periods during the holiday season. The last day of work at One Parker Place will be December 23, with work resuming on Monday, January 3. The last day of work at Arrow Park will be December 22, with resumption on Tuesday, January 4. The Panoramic Packaging Division will be closed beginning December 24, with work resuming on the 27th and 28th. The facility will then be closed through January 2, with work resuming on January 3.

**JOHN R. RHODES** has recently passed away. Mr. Rhodes, commonly known as "Dusty," was one of Parker's first salesman who was associated with W.I. Sales from 1920 to 1950. He was the first salesman in the South and was recognized for his work in establishing previously unchartered sales territories there. He is the father of **CARL RHODES** (Retired) who followed in his father's footsteps with a lifelong career as a Parker salesman and one-time Regional Manager of the Southeastern Region. Mr. Rhodes has been honored as one of three pioneer salesmen pictured on the right of the logo of **Proxy** (U.S. Marketing's former publication for Parker Account Managers). The three salesmen in the logo are from left: Carl Priest, Dusty Rhodes and Ben Wacktell.



# SHOPTALKER

for  
Parker Pen  
Employees

December 13, 1982

1143

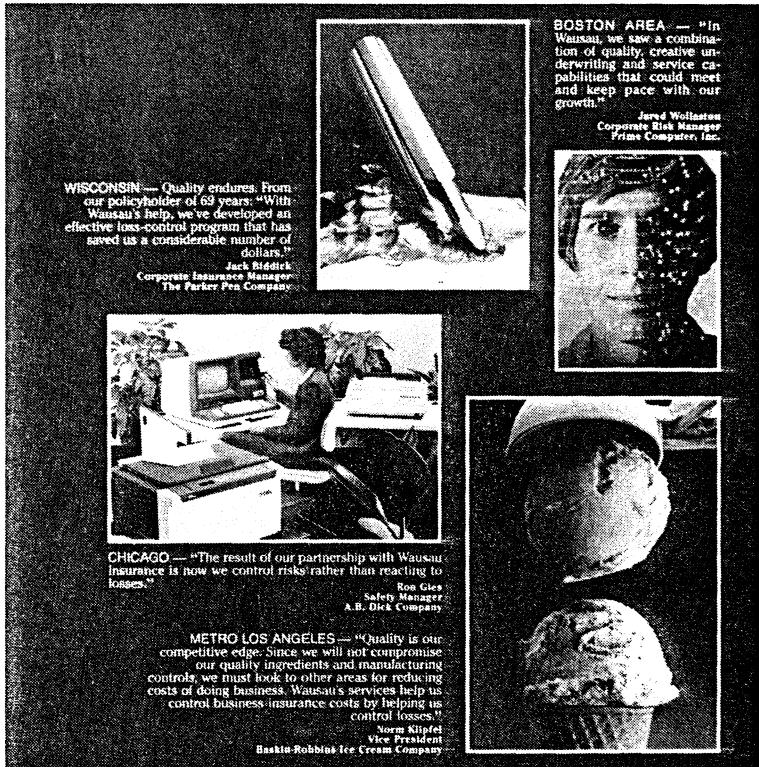
**Parker was again featured in part of the Wausau Works advertising campaign sponsored by Employers Insurance of Wausau** which was recently included in a number of major U.S. magazines. The Parker Arrow was featured as part of the campaign from last year, and the company received such increased awareness and business that they determined to run another two-page, four-color spread ad for November featuring Wausau Insurance Company policy holders who were previously displayed in their advertisements. Out of the eight selected, Parker was right at the top of the list, along with other major companies such as the A.B. Dick Company, Baskin-Robbins Ice Cream Company and Prime Computer, Inc. The publications that the ads appeared in were: **Business Week, Time, Newsweek, Sports Illustrated and U.S. News and World Report.** **JACK BIDDICK** (Manager, Corporate Insurance) is the subject of photography for the next series of print ads that the Employers Insurance of Wausau plans to run in the **Wall Street Journal** each week throughout 1983. The campaign's goal is to show business press readers that Wausau clients are pleased with the respective companies' problem-solving insurance programs.

**SHOPTALKER** will reproduce a copy of the ad featuring Mr. Biddick and the Parker name when it is ready for distribution.

**MIGUEL A. MENDEZ** has been promoted to the position of Supervising Senior Auditor, Corporate Internal Auditing Department, reporting to **WILLIAM A. FAUSAK** (Director, Corporate Internal Audit). Mr. Mendez joined Parker as an Operational Auditor in December 1978 and was promoted to Senior Auditor in December 1980. Prior to joining Parker he worked for two years as a corporate internal auditor for Allied Products Corporation of Chicago and a junior accountant with Pheoll Manufacturing Company, a Division of Allied Products in Chicago, and La Preferida Foods, an independent distributor in Chicago. He has a bachelor's degree in accounting from Roosevelt University, Chicago.

## PEOPLE TALK

**JOHN E. NEUMUELLER** (Foreman, Gold Nib Manufacturing) retired effective December 1 after more than 40 years with Parker. Congratulations, John!



One-half of the advertisement for Wausau Insurance Company which includes The Parker Pen Company.

PARKER

PEN

# SHOPTALKER

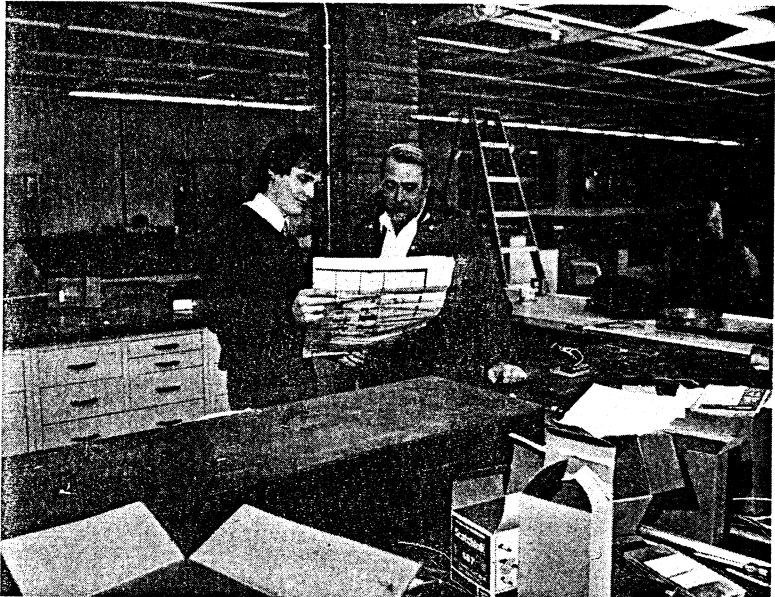
for

Parker Pen  
Employees

December 20, 1982

1144

The Writing Instrument Group's Research and Development Department is currently in the process of being remodeled and relocated to the Arrow Park Cafeteria, according to **BERT DYBLE** (Executive Director, Research and Development). The main reasons he cited for the move were to centralize the efforts, which were formerly independently operated at the Newhaven, French and German product development functions, and provide the opportunity to concentrate resources more effectively on product innovation. He anticipates that the move, which began in September, will be completed in total just prior to the Arrow Park Christmas shutdown on December 23. Plans call for a total of 52 employees to be located in the newly remodeled building.



Dale Butrymowicz (Staff Industrial Engineer) and Whitey Sands from Sands Construction, Janesville, inspect the blueprints for Research and Development's remodeling.

Two new, four-color print advertisements, published in high-circulation magazines by Parker-Canada in conjunction with Ogilvy & Mather Canada, Ltd., have been appearing in recent weeks, according to **D. PAUL CAMERON** (Marketing Services Coordinator). One ad promotes the Jotter and 25 products, and the other features the Classic line. Both ads

are Christmas-oriented, emphasizing the "buy-them-now" prices, but with the true focus being Parker quality and consumer value. A total of 14 insertions in nine prominent consumer magazines, including **Reader's Digest**, **TV Guide**, and **Maclean's**, have reached English and French Canadian markets with more than 11 million sales messages during the 60 days leading up to Christmas. "Everybody Wants a Parker...Now You Can Afford A Parker For Everybody" is the supporting theme line for all advertising and promotional material for Christmas 1982.



The Parker Canadian Christmas advertisement featuring the Classic Line.

**The Parker Pen Company is sponsoring a number of ad spots on Janesville radio broadcasting during the upcoming holidays. On WJVL-FM, the music will be hosted from 5:30 p.m. until 5:45 p.m. on December 24th, and on Christmas from 9:15 a.m. until 9:30 a.m. On WCLO-AM, the Christmas programming will be aired from 10:45 a.m. to 11:00 a.m. On New Year's Eve, the spot of music will be broadcast from 11:30 p.m. until 11:45 p.m.**

**MERRY CHRISTMAS AND A HAPPY NEW YEAR TO ALL!**